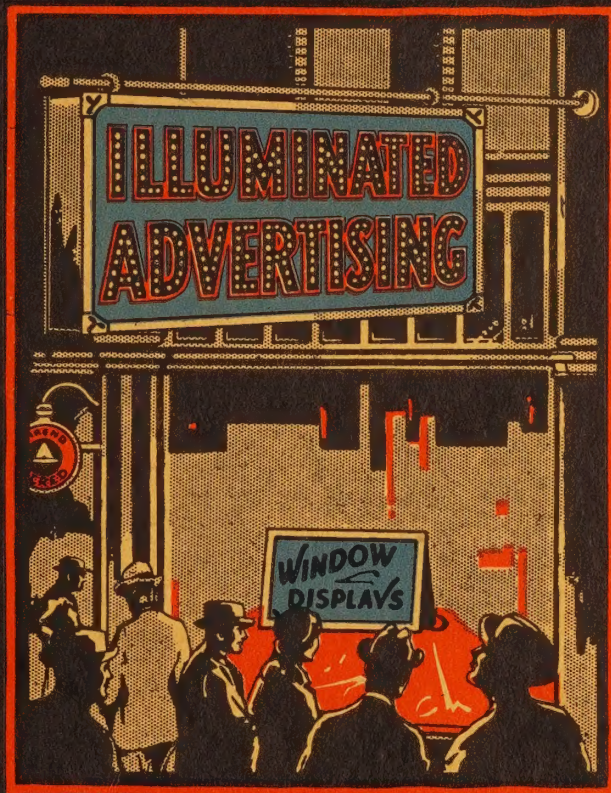


# McSAVANEY

## Electric Signs



for  
OUTDOOR AND  
WINDOW DISPLAY



# PRICE LIST

All signs with square corners—either rectangular or square—are classed as regular, all others including vertical signs are irregular.

## REGULAR SIGNS

From 5 to 12 square feet.....	\$6.00 per square foot
From 12 to 30 square feet.....	5.20 per square foot
From 30 to 50 square feet.....	4.80 per square foot
From 50 to 100 square feet.....	4.40 per square foot
Over 100 square feet.....	4.00 per square foot

## IRREGULAR SIGNS

From 5 to 12 square feet.....	\$6.80 per square foot
From 12 to 30 square feet.....	6.00 per square foot
From 30 to 50 square feet.....	5.60 per square foot
From 50 to 100 square feet.....	5.00 per square foot
Over 100 square feet.....	4.60 per square foot

Sign No.	Page	Prices
800.....	10	\$144.00
801.....	11	203.00
802.....	12	127.40
803.....	13	65.00
804.....	14	139.50
805.....	15	99.00
806.....	16	109.20
807.....	17	165.00
808.....	18	235.20
809.....	19	84.00
810.....	20	97.50
811.....	21	126.00
812.....	22	156.00
813.....	23	96.00
814.....	24	147.00
815.....	25	218.40
816.....	26	144.00
817.....	27	93.60
818.....	28	61.20
819.....	29	51.00
820.....	30	71.40
821.....	31	135.00
822.....	32	30.00
823.....	33	138.00
824.....	34	90.00
825.....	35	60.00
826.....	36	91.00
827.....	37	60.00

Sign No.	Page	Prices
828.....	38	\$ 76.50
829.....	39	60.00
830.....	40	65.00
831.....	41	78.00
832.....	42	93.60
833.....	43	78.00
834.....	44	90.00
835.....	45	65.00
836.....	46	90.00
837.....	46	25.00
838.....	47	65.00
839.....	47	25.00
101.....	48	90.00
102.....	48	74.80
103.....	48	91.50
104.....	48	147.00
105.....	50	60.00
106.....	50	91.50
107.....	50	126.00
108.....	50	78.00
109.....	50	184.80
110.....	52	120.00
111.....	52	81.00
112.....	52	381.25
113.....	52	108.00

Sign No.	Page	Prices
114.....	54	\$ 72.00
115.....	54	120.00
116.....	54	114.00
117.....	54	72.80
118.....	56	72.00
119.....	56	65.00
120.....	56	62.40
121.....	56	78.00
122.....	56	84.00
123.....	58	108.00
124.....	58	60.00
125.....	58	78.00
126.....	58	60.00
127.....	58	72.00
128.....	60	150.00
129.....	60	36.00
130.....	60	27.00
131.....	60	102.00
132.....	60	62.40
133.....	62	62.40
135.....	62	72.00
136.....	62	25.00
137.....	62	87.00

When figuring the price of signs, first find the total number of square feet and multiply the result by the price per square foot.

To find the number of square feet in a rectangular, oval, circular, or any irregular shaped sign, multiply the greatest height by the greatest width.

To find the total number of square feet in an "I", "T", or inverted "T" shaped sign, find the number of square feet in each panel, and add the number of square feet in each panel to arrive at the total number of square feet in the sign.

As an illustration, we are using a Sign No. 801 on page No. 11 of the catalog. The oval header is 2½ ft. x 2½ ft., a total of 6¼ sq. ft. The vertical panel immediately beneath the oval header, is 2 ft. wide and 9 ft. high, a total of 18 sq. ft. The horizontal or bottom panel is 2 ft. x 6 ft., a total of 12 sq. ft., making a grand total of 36¼ sq. ft. in the sign. The price per square foot, of irregular shaped signs in this size, is \$5.60, making the price of this sign \$203.00.

The above prices are for the sign only, and do not include lamps, flasher, ladders or installation.

The price and descriptions of on and off flashers will be found on Page No. 4. Price and description of ladders on Page No. 6.

For signs that are to be illuminated on one side only, and to be installed flat against the building, deduct one-sixth from the list price.

Signs that are to have one copy on one side and a different copy on the other side, add one-sixth to the list price.

All signs shown in the catalog, are illuminated on both sides.

The minimum price of a sign is \$25.00. No sign can be sold for less than this price, even though the price per square foot should be less than this amount.

## TERMS—Installment Plan

20 Per Cent Cash with order.

20 Per Cent Cash on delivery of sign.

20 Per Cent 30 days after date of invoice.

20 Per Cent 60 days after date of invoice.

20 Per Cent 90 days after date of invoice.

CASH TERMS—5 Per Cent 10 Days after Date of Invoice.

The above schedule shows the amount of the advance payment you must collect with each order.

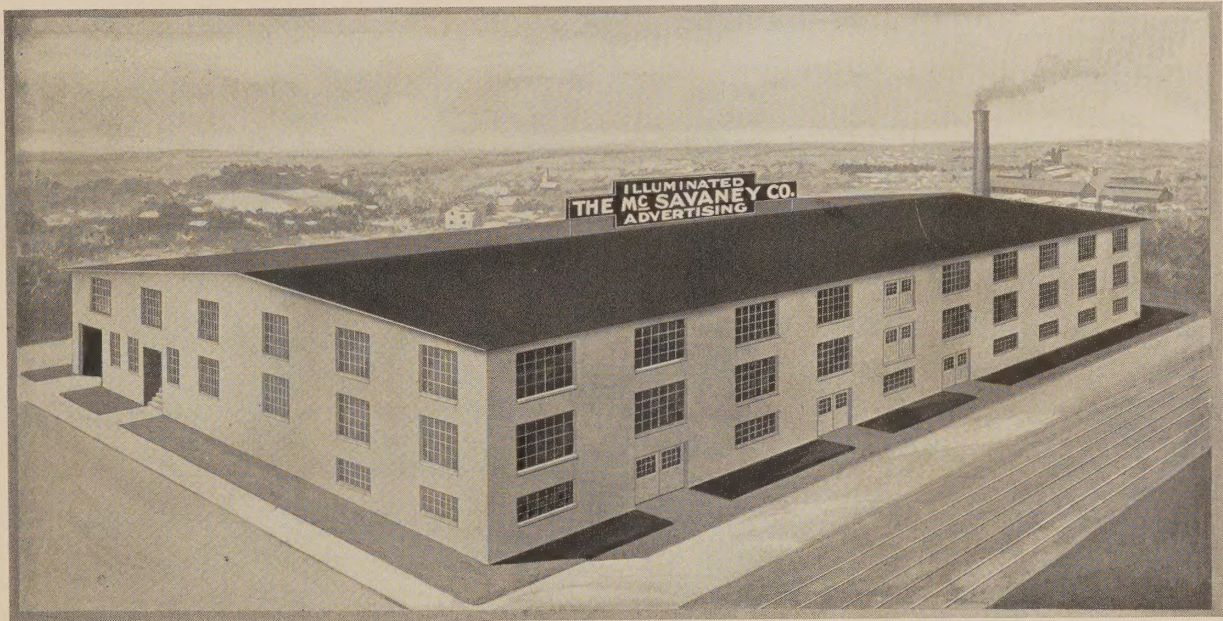
All signs are shipped f. o. b. Springfield, Ohio.



# McSAVANEY

ALL-STEEL

# ELECTRIC SIGNS



OFFICE AND FACTORY

MANUFACTURED BY

## THE McSAVANEY COMPANY

SPRINGFIELD, OHIO, U. S. A.



## PREFACE

The value of illuminated advertising as a method of attracting trade and the establishing of a location is so well recognized, and the results so clearly defined that the modern store is gauged as much by its effective lighting, as it is by the quality of merchandise sold, or by the character of the men who operate the business.

The McSavaney All-Steel Electric Sign gives to Illuminated Advertising a new standard of economy and efficiency, and fills a long felt want on the part of the business men who consider the curtailment of expense as most essential to profit making.

The McSavaney All-Steel Electric Sign differs materially from other styles of electric signs and is virtually the last word in economical Illuminated Advertising. It is the only electric sign that is made entirely of steel, and is, therefore, practically indestructible. This can be said of no other electric sign.

This is an electrical age, and all thinking business men know that an electric sign is just as essential as show windows; just as essential as counters, show-cases and cash registers and accounting systems.

The merchant who does not have an electric sign has rather a gloomy prospect when in competition with a live, wide-awake merchant who has a bright, sparkling electric sign over his door, making his place of business stand out prominently and easy for his patrons and prospective patrons to locate.

The day is past when a merchant, or any one in any line of business who caters to the public can hope to do a successful business without making his place of business attractive and inviting.

It makes no difference whether a place of business stays open at night or not. The idea is for the merchant to brand his location in the minds of the buying public and there is nothing that will so effectively accomplish this purpose as a McSavaney Electric Sign.



## *Useful Information*

In the manufacture of McSavaney All-Steel Electric Signs only the very best of materials are used.

The sides or faces and frames are made of a very heavy galvanized steel.

The enamels, paints and varnishes are the best obtainable. The smalt that is used as the background is an imported ground glass and is the very best material that can possibly be used for outdoor purposes.

This ground glass smalt is made in three colors only—Blue, Black, and Green.

## *Illumination*

The illumination is secured by the McSavaney Patented Process of Convex Reflection. Small circular discs or reflectors are cut in the letters in one or more even rows.

The reflectors are cut around the sides and the bottom and bent back at an angle which permits the lamps, which are in the bottom of the sign, to reflect their rays of light against them, which gives the letters the appearance of being illuminated by hundreds of tiny electric lamps.

McSavaney Electric Signs can be illuminated by any farm or home lighting system.

## *Construction*

The sides or faces are securely riveted into the frame and where joined together are fitted with a tubular metal molding, with ornamental corners which makes the sign perfectly rigid. The standard width of the frame is 5 inches.

There are hinged doors or openings along the bottom of the sign for putting in the lamps or for re-lamping the sign when necessary. These doors or openings are so arranged that the sockets or receptacles that hold the lamps can be easily reached.

The mechanical, as well as the electrical construction, of the McSavaney All-Steel Electric Signs are inspected and approved by the National Board of Fire Underwriters, and their label is attached to all signs showing that it has had their approval.

## *What is Smalt?*

There are two kinds of smalt—one is a sand smalt, which is made by mixing colors with ordinary sand—the other is a glass smalt. We use the glass smalt exclusively—it is as the name suggests—ground glass. The color is blown into the glass before it is ground—it is, in fact, ground glass, and is the most durable and lasting colors that can be used for outdoor advertising. The glass smalt that we use is imported and the very best obtainable.

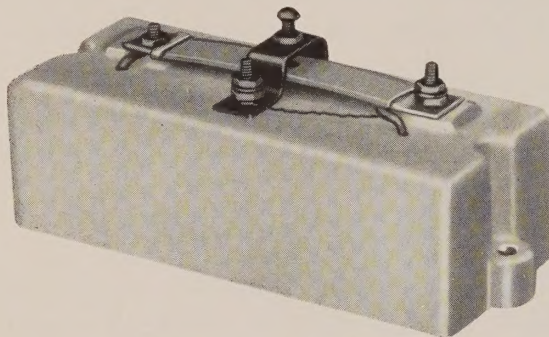
## *Lamps*

We recommend that the fifty watt blue mill type lamps be used. This is a very sturdy lamp, and has been designed especially for outdoor usage. It sheds a perfectly white light which makes the sign stand out prominently and conspicuously amid any surroundings. There is no definite rule that we can give you for figuring the number of lamps that will be required to illuminate a sign, as in most cases, the copy or wording determines the number of lamps that must be used. On all signs, however, it is a safe plan to figure one lamp to each one and a half square feet of sign surface.



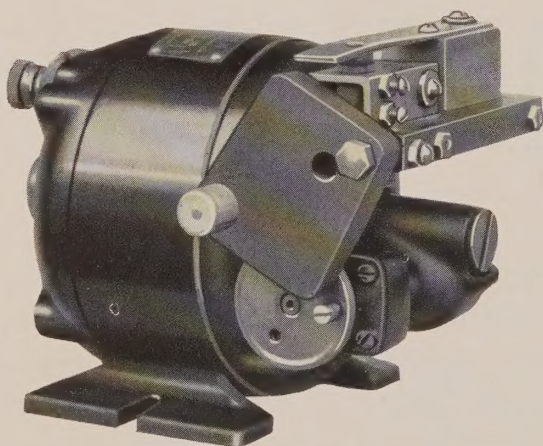
## Flashers

There are two types of on and off flashers. By on and off flashers we mean flashers that will merely flash the copy or wording of the sign on and off. One is the thermostatic flasher and the other is a motor-driven flasher.



THERMOSTATIC FLASHER

The thermostatic flasher can be used only on signs that contain ten or less, fifty watt lamps. The price of this flasher is \$7.50.



MOTOR FLASHER

The motor driven flasher is required on all signs that contain not less than ten nor more than thirty 50-watt lamps. By motor driven flasher we mean that the flasher is operated by a small motor about the size of the motor that you will find in an electric fan. The price of this motor-driven flasher is \$25.00.

## Spelling-Type Flasher

This type of flasher will spell words on a sign, letter by letter, or can be arranged to flash various words on the copy in succession. Horizontal signs cannot be manufactured to spell letter by letter, as on one side of the sign, the copy reads from the building to the curb, and on the other side, from the curb to the building. In other words, the proper letters do not come opposite each other for spelling the sign. When the spelling-type sign is desired, the vertical type sign must be used.

Flashers for such performances require one circuit for each operation. If there was a five letter word to be spelled, a five-circuit flasher must be required, and if six, a six-circuit flasher, etc.

On horizontal signs with more than one line of copy, each line may be flashed separately. If there are two lines of copy to flash, a two-circuit flasher must be used, three lines, a three-circuit, etc.

Horizontal signs that are to be illuminated on one side only and are installed flat against the building can be made to spell letter by letter.

Prices of Motor Flashers are as follows:

1-Circuit . . . \$40.00	6-Circuit . . . \$51.00
2-Circuit . . . 42.00	7-Circuit . . . 53.00
3-Circuit . . . 44.00	8-Circuit . . . 56.00
4-Circuit . . . 46.00	9-Circuit . . . 58.00
5-Circuit . . . 49.00	10-Circuit . . . 60.00

## Figuring Prices

All signs are sold by the square foot, regardless of the amount of lettering or copy that is to be reproduced on them. There are two



price schedules, one for regular shaped signs, and for irregular shaped signs. All signs that are rectangular or square are to be sold at the price of regular shaped signs. All others are to be figured at the price of irregular shaped signs.

### *Copy*

**As an electric sign should be read at a glance, the fewest possible words should be put on it.**

### *Advance Payments*

All signs are made to order, and are of no value to any person except the one whose name is on the sign. You must collect the advance payment with each order.

The amount of the advance payment to be collected with each order, and also the monthly payment will be found both in the price list and in the order blank. Have all checks for advance payments made payable to The McSavaney Company, and

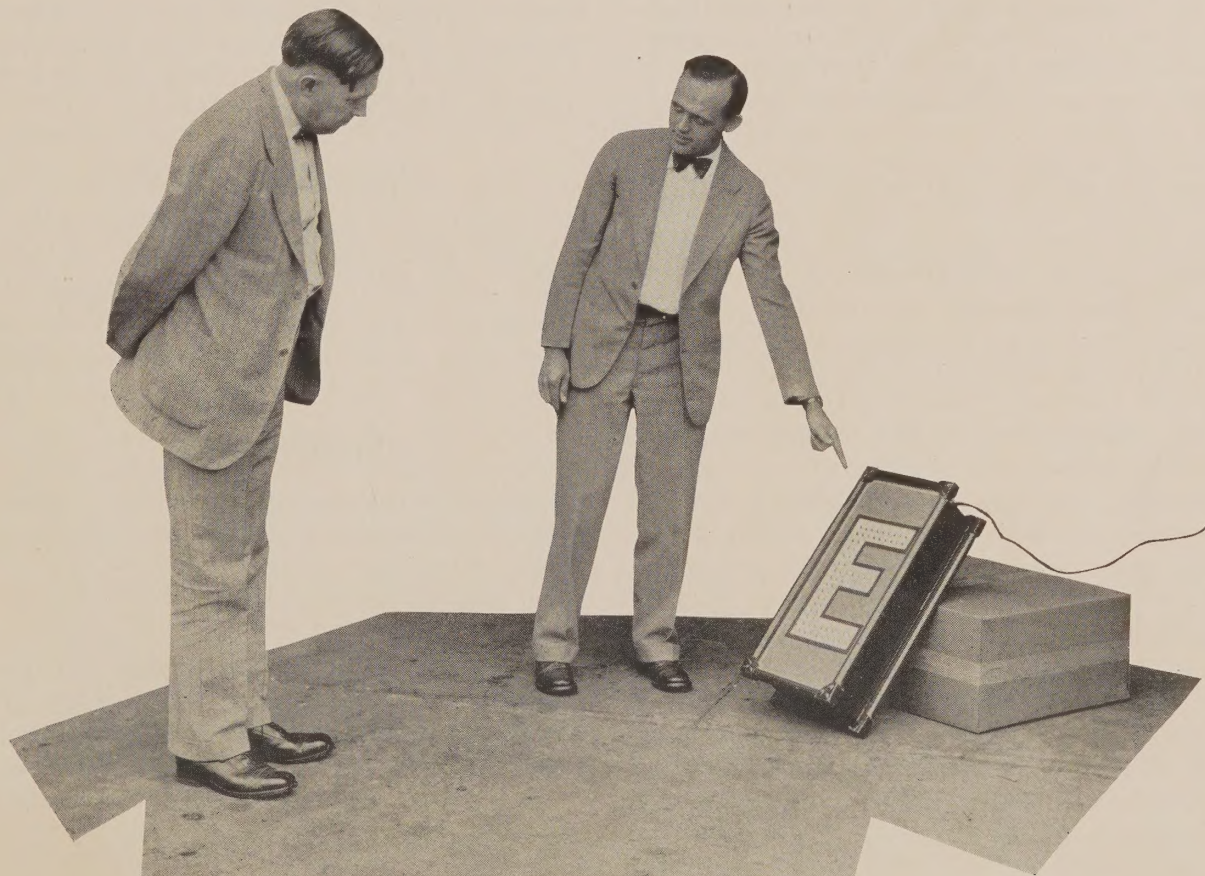
should the customer give you the advance payment in currency, purchase a Postoffice Money-Order and send in with the order.

### *Your Sample*

We want to impress most forcibly upon you the importance of properly displaying your sample. Carry it with you at all times. We have gone to considerable expense in equipping you with this beautiful sample and substantial carrying case, and every time that you properly display it, it will create greater interest on the part of your prospective customer.

Your sample is equipped with three 60-watt blue, daylight lamps; while we recommend that only 50-watt lamps be used in our signs, the lamps of larger wattage are necessary as you are showing your sample mostly in the daytime, and they make it show up to much better advantage.

If it is possible, when demonstrating your sample, elevate it to about the position it would occupy if it were installed on the



PROPER WAY TO DEMONSTRATE SAMPLE IF IT MUST BE SHOWN ON OR BELOW THE LEVEL OF THE EYE



front of your prospect's building. If it must be demonstrated on, or below, the level of the eye, tilt it back at an angle of about 50 degrees as shown in the illustration. This will give it the same effect.

Take good care of your sample. Keep it clean. Buy a can of green paint and repaint the places where the paint is rubbed off from continual handling and jostling in the case.

Test it each morning, to be sure all lamps are burning, as it might be rather embarrassing to you if, when you went to demonstrate your sample to a prospect, you discovered that a lamp had burned out.

### *Ladders*

All vertical signs that are six feet or more in height, require ladders for relamping them. These ladders are made of heavy angle iron. The rungs are riveted to the sides of the ladder, and the ends are securely bolted to the hanging equipment at the top and bottom of the sign. The cost of these ladders is \$1.00 per running foot, and are in addition to the price of the sign. Be sure and always include ladders on vertical signs six feet or over in height.



### *Sketches*

In making requests for sketches, make a rough lay-out or drawing of copy that our Artists may have something definite to follow in making a colored sketch for you. Do not request sketches unless they are absolutely necessary.

We make a nominal charge of \$1.00 for each sketch you request, and when you secure the order from the prospect for whom the sketch was made, we credit your account with \$2.00.

### *Shipping Weight*

McSavaney Signs are very light in weight. A 2 ft. x 5 ft. sign, crated and ready for shipment, including the hanging equipment, weighs only 105 pounds. A 2½ ft. x 8 ft. sign, crated for shipment complete, weighs 160 pounds. With this information, it will

be very easy for you to arrive at the weight of signs of other sizes.

All signs will be shipped by express unless otherwise specified. The fact that they are so light in weight makes transportation charges very small, and shipments by express reach their destination much quicker than when shipped by freight.

### *Orders*

We urge you to be very careful in writing orders. Be sure that not only the customer's name, but all other words that are to go on the sign are spelled correctly, and to be sure that no mistakes will be made we ask you to print the customer's name and other copy that is to be reproduced. Also send one of his letter or bill heads with the order.

All orders should be shipped "at once" unless the customer wants sign shipped on a specified date. Also state whether to be shipped by freight or express, as all signs will be shipped by express unless otherwise specified.

If the customer is located in a small town, be sure to give the name of the county, and if he is located in a large city, don't fail to give the street and number.

### *Operating Cost*

As only a few lamps are required to illuminate McSavaney Signs, they are the most economical signs in cost of operation. It doesn't cost more than from three to five cents a day to operate the average McSavaney Sign.

### *Superiority*

McSavaney All-Steel Electric Signs maintain their brilliancy. They are indestructible. They are patented, and we are the sole manufacturers and prosecute any infringements on our patents.

There is no glass or wood used in the construction of a McSavaney Sign. They are made entirely of steel throughout and of the best material that can be procured.

Our signs are sold on the most liberal terms possible, and much more so than those of any other manufacturer. No manufacturer in the electric sign business has ever at-



tempted, nor has it ever been possible for them, to sell signs at as low a price as we sell them, or on terms that are as liberal as ours.

McSavaney Signs have been approved by the National Board of Fire Underwriters, and their label is attached to every sign we manufacture.

### *In Conclusion*

A merchant may operate his business and

make money without a cash register. He may be able to get along without an expensive accounting system. There are many other things that may be of convenience to him that he can get along without, but he cannot do business without customers.

An electric sign is the finest product of advertising; it advertises a location and as a means of attracting trade both day and night, there is no sign that equals the McSavaney Sign.

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## *WE BELIEVE IN SIGNS*

Myriads of bugs winging their flight through the darkness of the night, but the best known of them all is the lightning bug—he advertises. His method is the most effective. He attracts your attention without effort on your part although you may not be looking in his direction, his little flash of light gets your attention.

The electric sign is the innovation of Broadway and Main Street. It is the mark of progress and of recognized position. Merchants and manufacturers are spending millions of dollars in displays and various kinds of signs to keep their names and the names of their products before the people; but a large majority of them have neglected to use the most effective and most valuable of all signs and that is the electric sign advertising their location to the people in the community in which they do business.

A good store front, attractive windows and all that is fine and necessary, but they can attract attention only for a few feet, while an electric sign attracts attention for several hundred feet in either direction. There is nothing that does its work so well and so faithfully as a McSavaney Electric Sign. Handsome in design, legible and easily read at night when illuminated.

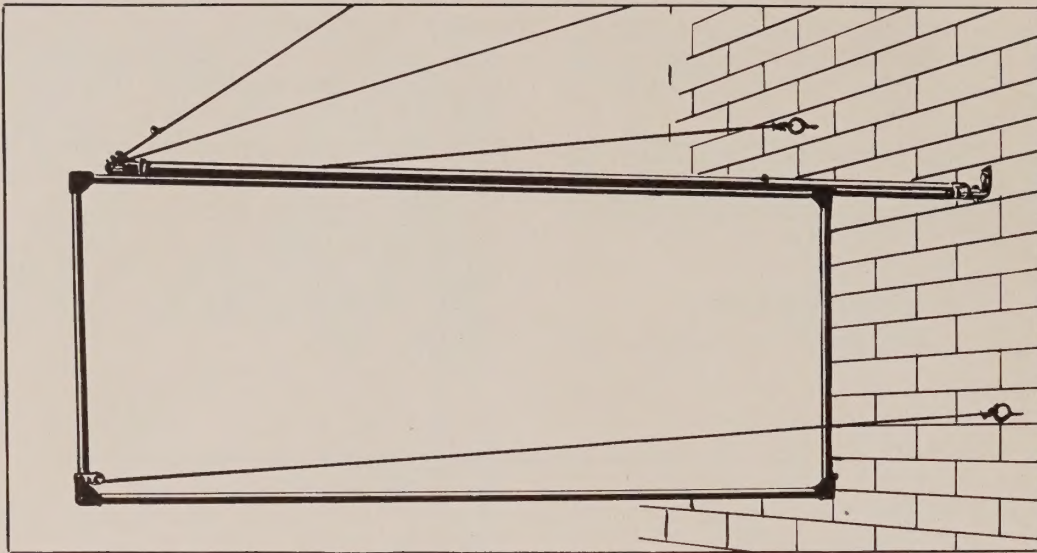
The most ridiculous argument against the use of electric signs is "We do not stay open at night."

Bulletin boards and signs around the city and along the highways never have anything for sale behind them, but they keep shouting their message to the passersby, both day and night. An electric sign on a merchant's store front is continually "selling" his location to the passersby both day and night, whether the store is open for business or not.

If the business institution which derives its patronage from the general public is located where there are few signs in use, that place of business will stand out like a landmark. If it is located on a thoroughfare where many electric signs are in use, the owner cannot afford to have his place of business the only dark spot. The most progressive concerns in all lines of business are rapidly adopting the electric sign as a means of "selling" their location to the public. It makes no difference whether the place is open at night or not. The idea and object of an electric sign is for the purpose of indelibly branding the location in the minds of the buying public.

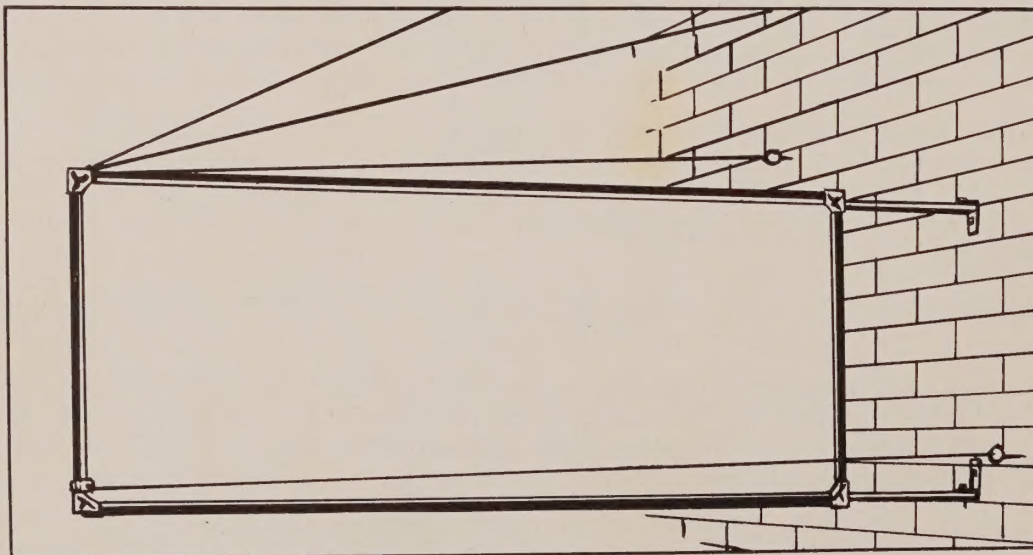
The most valuable part of any place of business is the front, and it can be made much more valuable by installing a McSavaney Electric Sign on it.





### *No. 1 Hanging Equipment*

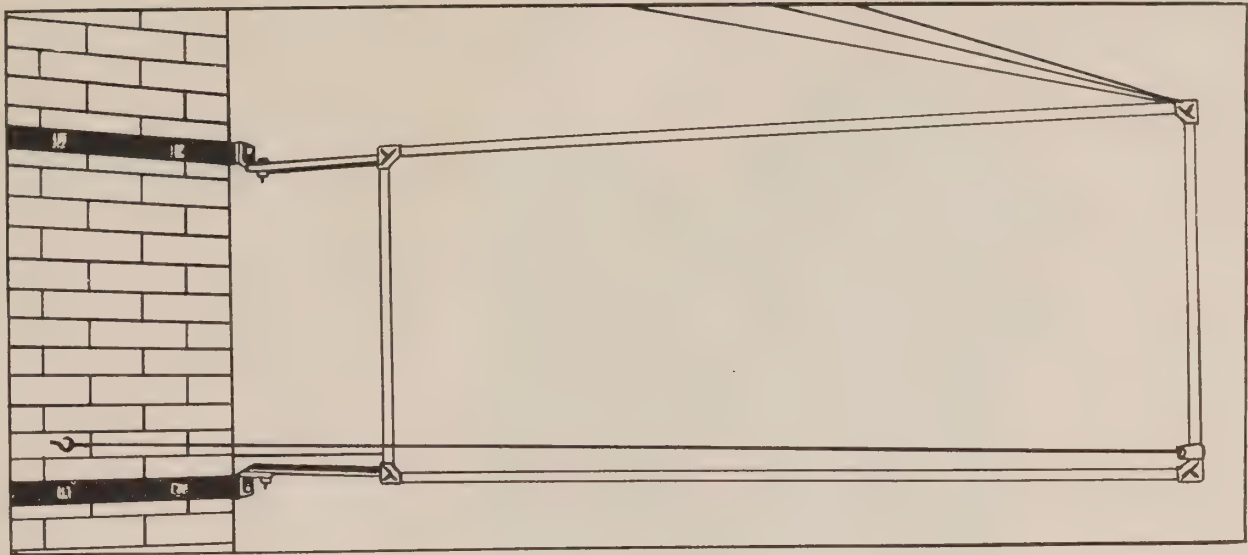
A large majority of signs, especially the horizontal ones, are equipped with the No. 1 hanging equipment. There are two heavy eye bolts securely bolted to the top of the sign. A heavy galvanized pipe is slipped through these eye bolts and securely fastened to the angle plate that is attached to the building. There is a loop in the outer end of the pipe to which the guy wires are attached. The guy wires are heavy stranded cables with turnbuckles for drawing them perfectly tight.



### *No. 2 Hanging Equipment*

This equipment differs only from the No. 1 to the extent that instead of the galvanized pipe, a heavy angle iron bar extends through the top of the sign and projects from the outer end. There is a loop in the outer end to which the guy wires are fastened. There is also an angle iron bar which extends part way through the bottom of the sign. Both the top and bottom angle iron bars are attached to the building. Some cities have ordinances requiring that both the top and bottom of signs must be fastened to the building, and this hanging equipment meets the requirements of such ordinances.



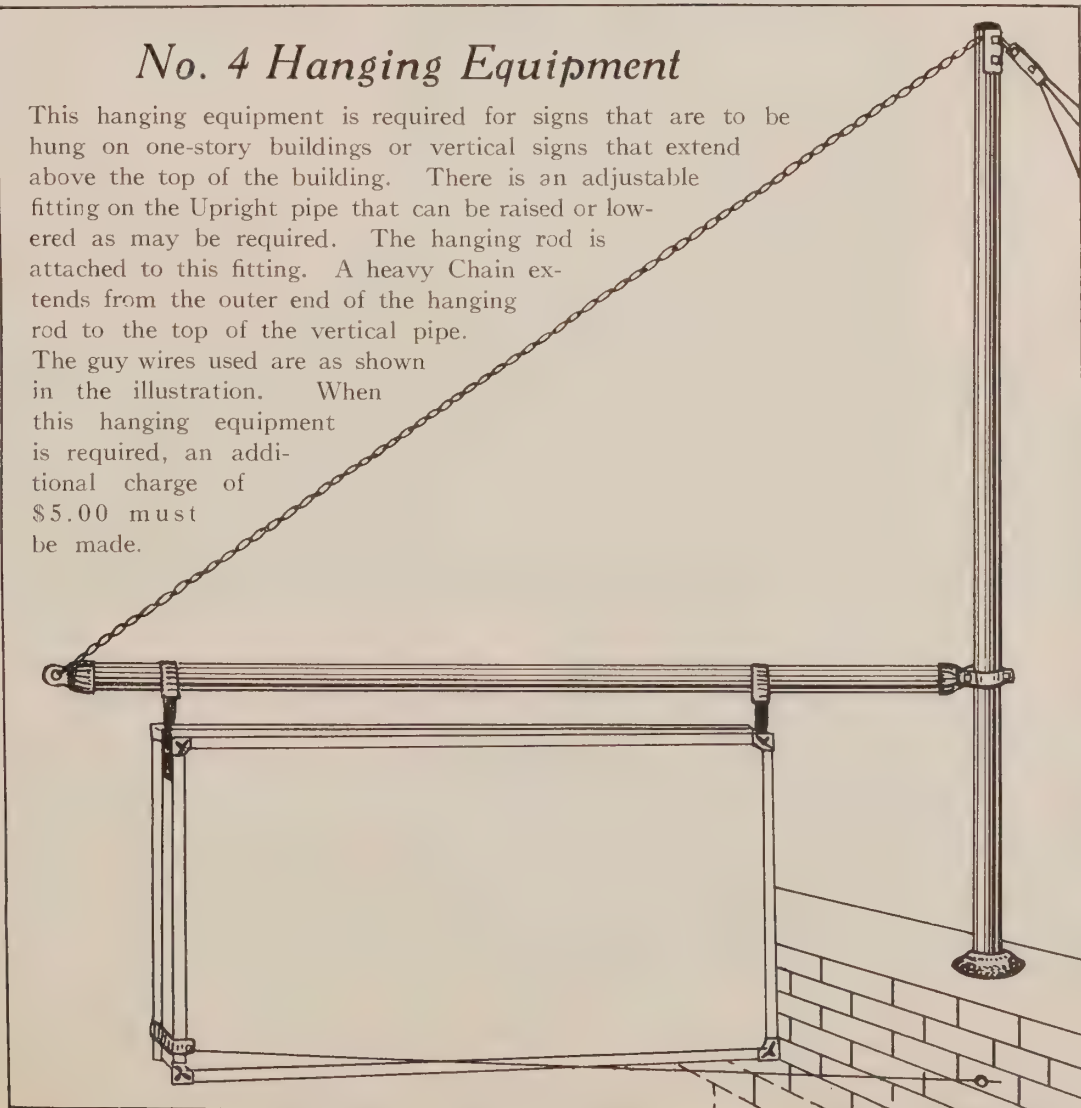


### *No. 3 Hanging Equipment*

This equipment is used on signs that are to be attached to the corners of the building. It is identical with No. 2 with the exception of the steel plate that is attached to the building.

### *No. 4 Hanging Equipment*

This hanging equipment is required for signs that are to be hung on one-story buildings or vertical signs that extend above the top of the building. There is an adjustable fitting on the Upright pipe that can be raised or lowered as may be required. The hanging rod is attached to this fitting. A heavy Chain extends from the outer end of the hanging rod to the top of the vertical pipe. The guy wires used are as shown in the illustration. When this hanging equipment is required, an additional charge of \$5.00 must be made.





This is an inverted "T" style sign. The vertical panel is 2 ft. wide and 6 ft. high. The horizontal panel is 1½ ft. high and 8 ft. wide, making a total of 24 square feet. The sign will require only twenty 50-watt lamps for perfect illumination.

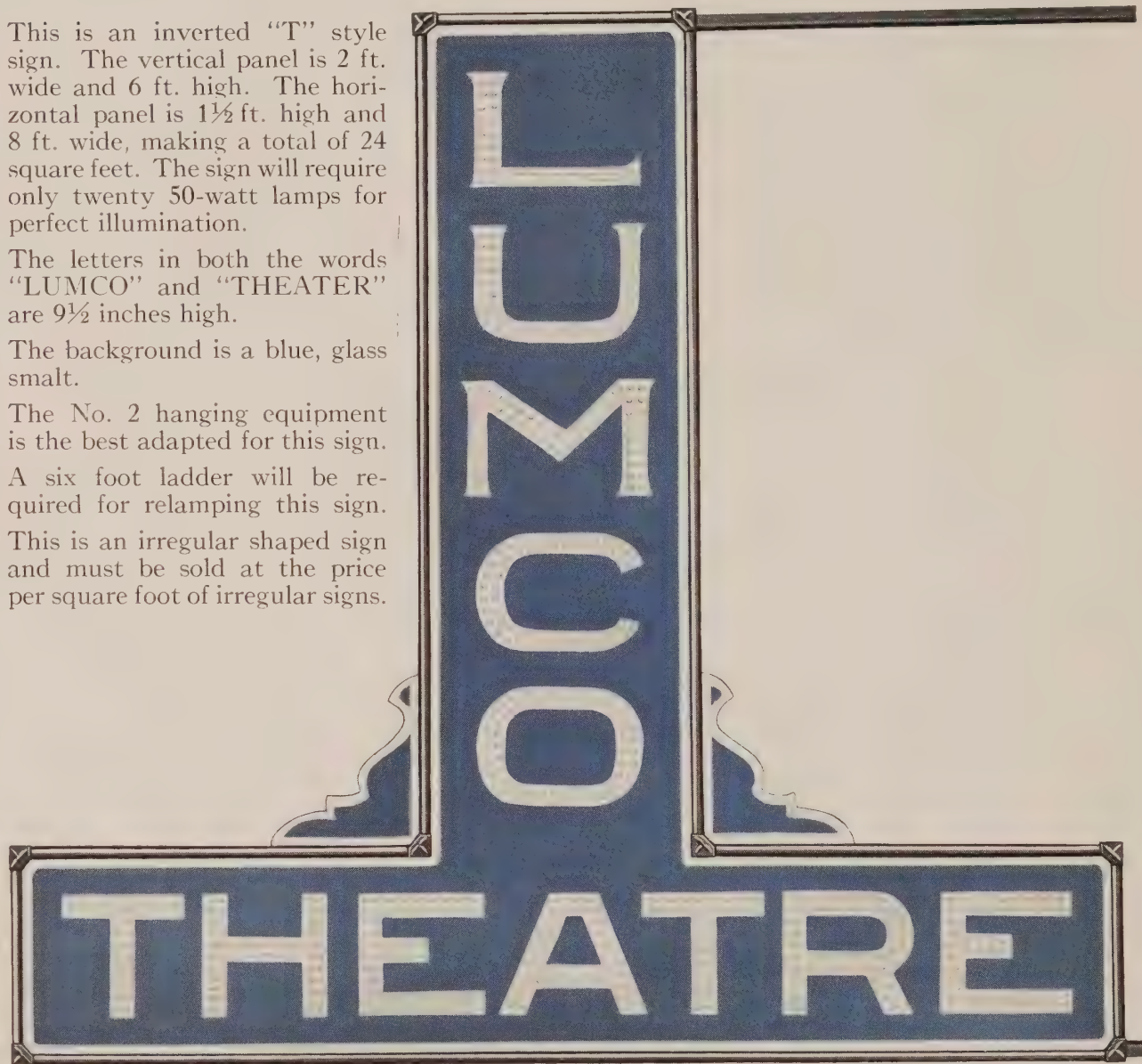
The letters in both the words "LUMCO" and "THEATER" are 9½ inches high.

The background is a blue, glass smalt.

The No. 2 hanging equipment is the best adapted for this sign.

A six foot ladder will be required for relamping this sign.

This is an irregular shaped sign and must be sold at the price per square foot of irregular signs.



### *Number 800*

Theaters have always been, and always will continue to be, excellent prospects for electric signs. The theater is usually the brightest spot in the street. A theater with a poorly lighted front can never hope to attract a sufficient number of people to do a profitable business. People who patronize theaters are looking for entertainment, and it is only natural that they would want the most entertainment they can possibly get for their money. They are "sold", as much, if not more so, on the general appearance of the front of the theater as they are on the artists who appear on the bill or the picture that is to be shown on the screen.



This is an inverted "T" style sign with a circular top or header.

The circular header is  $2\frac{1}{2}$  ft. in diameter. The vertical panel immediately under this header is 2 ft. wide and 9 ft. high. The bottom or horizontal panel is 2 ft. high and 6 ft. wide, making a total of  $36\frac{1}{4}$  square ft.

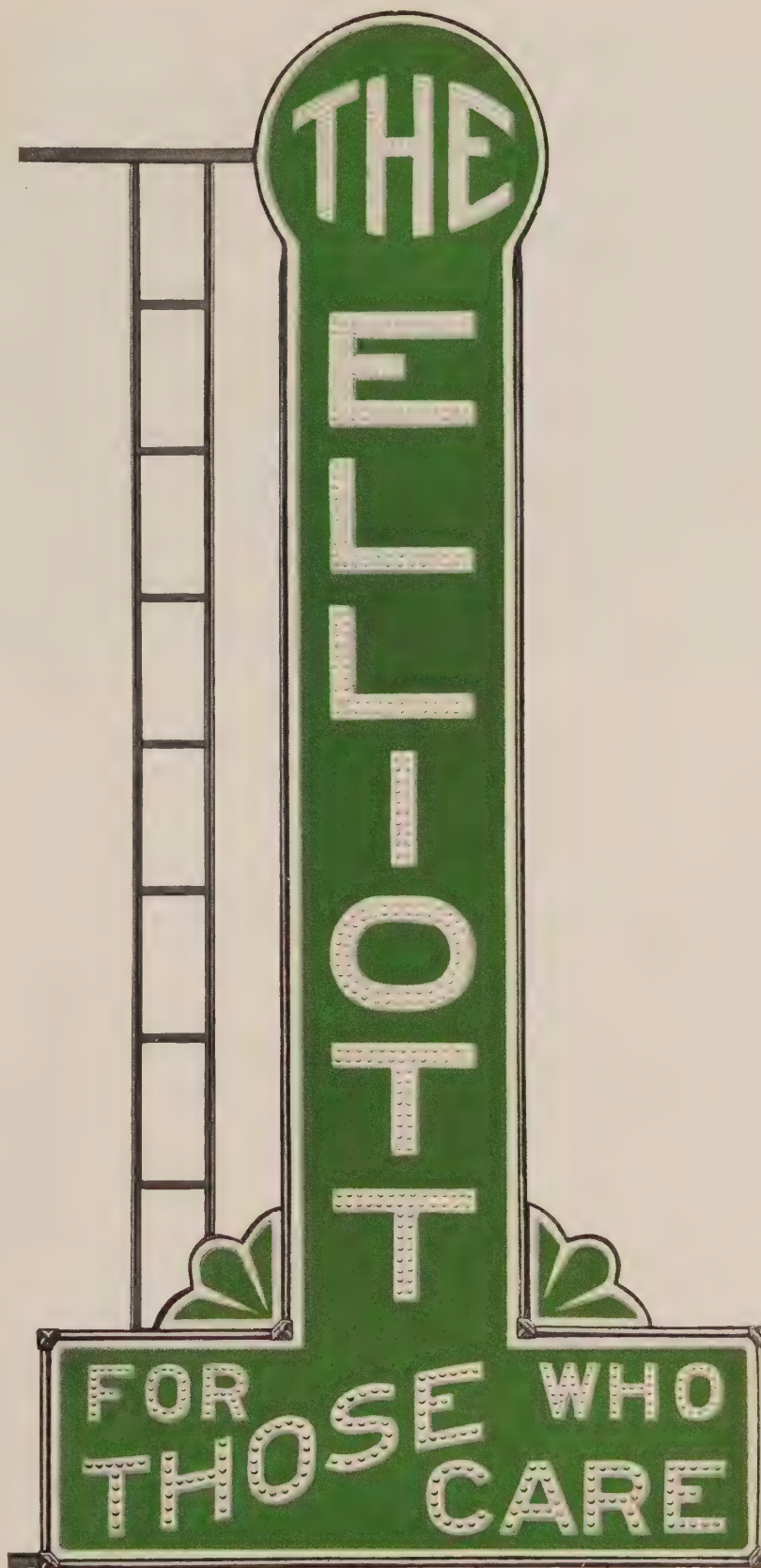
The sign will only require twenty-five 50-watt, daylight lamps for perfect illumination. The letters in the word "THE" scale from 10 to 17 in. in height. The letters in the word "ELLIOTT" are 11 in. high, and in the word "THOSE" 8 in. high. The letters in the word "CARE" are 7 in., and in "FOR" and "WHO" 4 in. in height.

The background is green, glass smalt.

The No. 2 hanging equipment is best suited for this sign, unless it is to extend above the top of the building, and if so, the No. 4 hanging equipment will be required. A ten ft. ladder will be required for re-lamping this sign.

This is an irregular shaped sign, and must be sold at the price per square foot of irregular signs.

Electric signs are used for two purposes. The principal purpose is for advertising a location and making it stand out prominently and easy to locate. The other purpose is to tie up the place of business with other advertising. In this particular sign, a name is being advertised at the location. The purpose of "The Elliott" is not only using this sign to advertise their location, but as a tie-up between the place of business and all their other advertising.



*Number 801*





### *No. 802*

This is a horizontal sign, 3 ½ feet high and 7 feet wide, and has a total of 24 ½ square feet. This sign will require only twenty 50 watt daylight lamps for perfect illumination.

The letters "J" and "S" in the word "JACOBSON'S" are 23 inches high. The other letters in this word are 11 inches high. The letters in the word "CLOTHES" are 9 ½ inches high, and in the "INC." 3 inches high.

The background is black, glass smalt.

This sign has an ornamental, illuminated border between the wording and the frame of the sign.

Either the No. 1 or No. 2 hanging equipment will be suitable for this sign.

This is a regular shaped sign and must be sold at the price per square foot of regular signs. This is a very beautiful and attractive sign, and any sign with similar wording will be equally as attractive.

The retail clothier is now facing the problem of meeting Direct-to-Wearer competition. A large percentage of people, however, have more confidence in the local clothiers and much prefer to patronize them rather than the mail-order house in some distant city who sells clothes "made-to-measure."

The clothier, to successfully meet such competition, must do the things that mean for success; he must make his place of business attractive and stand out prominently. His first step in this direction should be to install a sign, similar to this one, on his store front.





### *No. 803*

This is a horizontal sign 2½ feet high and 5 feet wide. A total of 12½ square feet.

This sign will require only twelve 50 watt daylight lamps for perfect illumination.

The letters in the words "BARBER SHOP" are 4 inches high and in the word "BILLIARDS", 7½ inches high.

The background is blue, glass smalt. The barber pole has the traditional barber pole colors of red, white, and blue.

The No. 1 hanging equipment would be suitable for this sign.

This is a regular shaped sign, and must be sold at the price per square foot of regular shaped signs.

It is just as important that the Barber Shop and Billiard Room advertise their location, even though they sell only a service, as it is for any line of business that deals in a commodity of any kind.

The better the service, the greater the patronage. The barber cannot sell his service and convince the public that his is a superior service until the public has visited his shop, and the surest and best way of inviting the public's patronage is to make the place of business inviting. As a rule, we all like to patronize the barber shop that has a bright and attractive appearance, for this suggests cleanliness, and you know from your own experience you do not feel very much at ease when patronizing a dark, dingy, and uninviting barber shop.

As the barber has only a service to sell, this electric sign convinces the barber shop patrons, both men and women, that it is a safe place to patronize.

The fact that this particular barber shop has a billiard room in connection, suggests that while patrons are waiting their turn, they can indulge in the pleasure of a game of billiards.



This is an "I" style sign. The horizontal panels at the top and bottom are each  $1\frac{1}{2}$  feet high and  $3\frac{1}{2}$  feet wide, making a total of  $5\frac{1}{4}$  square feet in each panel.

The center or vertical panel is  $1\frac{1}{2}$  feet wide and  $8\frac{1}{2}$  feet high, making a total of  $12\frac{3}{4}$  square feet in this panel. There is a grand total of  $23\frac{1}{4}$  square feet in this sign.

The sign will require only twenty-four 50-watt daylight lamps for perfect illumination. The letters in the top panel are 4 inches high and the figures in the bottom panel are 8 inches high. In the word "HARDWARE", the letters are 9 inches high.

This sign will require a 9 foot ladder for re-lamping.

The background is green, glass smalt. The No. 2 hanging equipment will be best suited for this sign, unless it is to extend above the top of the building, and if so, the No. 4 hanging equipment must be used.

This is an irregular shaped sign, and must be sold at the price per square foot of irregular signs.

The hardware business is one of the most stable of retail businesses. The hardware business seldom, if ever, has special sales because their merchandise is not perishable nor subject to radical changes of style, with the result that the hardware business must depend on a steady flow of patronage for its success.

The public buys only from the hardware store when they are in need of the merchandise it sells, and they are not influenced to buy by special sales or bargain prices, hence it is of the utmost importance that the hardware dealer make his place of business as attractive as possible. He must make it easy to locate as the success of his business depends not only on retaining his present trade, but inviting new patronage. This is a very unusually attractive design for the hardware store.



No. 804



This is an "I" style sign. The horizontal panels at the top and bottom are  $1\frac{1}{2}$  feet high and  $2\frac{1}{2}$  feet wide, and have  $3\frac{3}{4}$  square feet in each panel. The vertical panel in the center is  $1\frac{1}{2}$  feet wide and 6 feet high, making a total of  $16\frac{1}{2}$  square feet.

This sign will require only eighteen 50 watt daylight lamps for perfect illumination.

The letters in the words "DRUGS" and "SODAS" are 5 inches high, and in the word "BANNAN", 9 inches high.

The background is green, glass smalt.

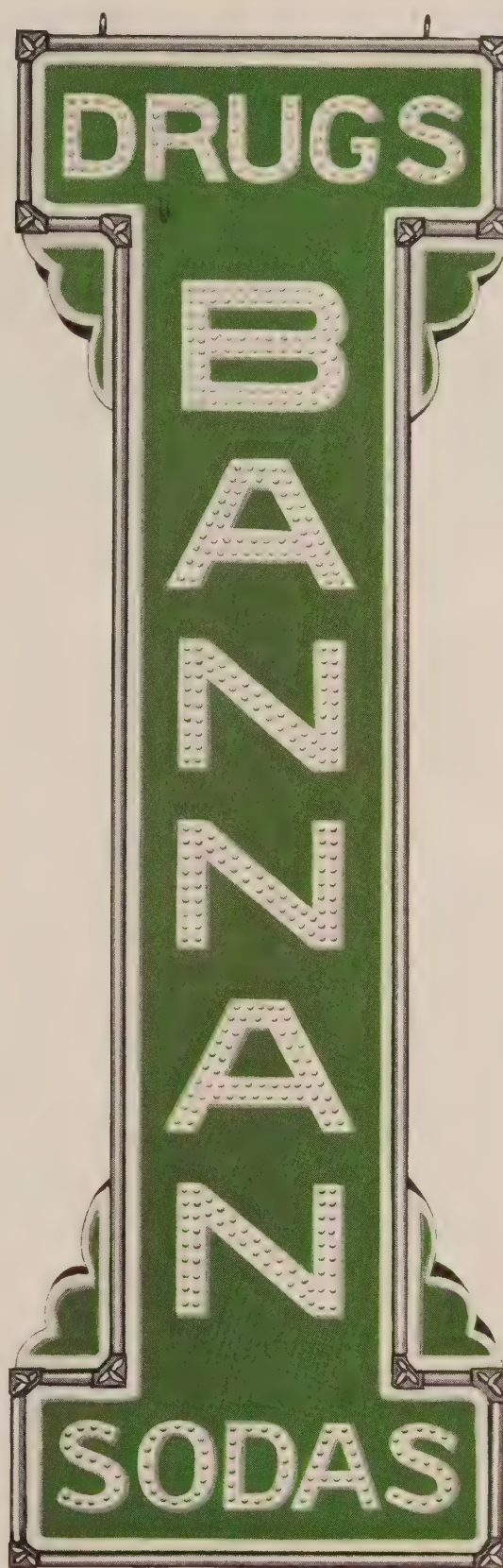
The No. 2 hanging equipment will be best suited for this sign, although the No. 4 must be used if the sign is to extend above the top of the building.

This is an irregular shaped sign and must be sold at the price per square foot of irregular signs.

A six foot ladder will be required for re-lamping and cleaning this sign.

Keen competition and the chain stores, because of their buying powers, have reduced the profit of the articles sold by the modern druggist to the point that he must now depend on volume of business rather than on percentage of profit. He must attract not only every available customer in his community, but the transient trade, to his store.

He must make his drug store a landmark in the community in which he does business, and the day that a druggist installs an electric sign over his door, is the day his volume of business starts on the up-grade.



*No. 805*





*No. 806*

This is a horizontal sign, 3 feet high and 7 feet wide. It has a total of 21 square feet.

This sign will require only eighteen 50 watt daylight lamps for perfect illumination.

The letters in the word "KAUFFMAN'S" are 14 inches high and in the word "STORES" 10 ½ inches high.

The background is green, glass smalt.

Either the No. 1 or No. 2 hanging equipment would be suitable for this sign.

This is a regular shaped sign and must be sold at the price per square foot of regular signs.

This sign was used specifically to advertise the location of the KAUFFMAN STORES. It is very evident that the name KAUFFMAN means something in the community in which they do business, and the thing that the proprietors advertise specifically is the fact that it IS a KAUFFMAN store.

Names sometimes mean a great deal in a locality. A standard of service, or a quality of merchandise has been established, and the company wants to make the most of the prestige that it has in the community by forcefully, through the means of this electric sign, impressing on the minds of the public the fact that it is a KAUFFMAN STORE they are approaching.

There is no form of advertising under the sun that can take the place of an electric sign.





*No. 807*

This sign is a special style in the shape of an arch to be installed on two pillars over a drive-way.

The height is 2 ½ feet and the width 11 feet, and it contains 27 ½ square feet.

The sign will require only twenty-four 50 watt daylight lamps for perfect illumination.

The letters are 20 inches high.

The background is green, glass smalt, and the letters are outlined in red.

As this style sign is to be installed on the front of a place of business, owing to its size, the No. 2 hanging equipment would be more suitable. If it is to be installed on the top of pillars or suspended over an arch or drive-way, the price will include the necessary fittings for such installation.

This is an irregular shaped sign, and must be sold at the price per square foot of irregular signs.

Hotels depend almost entirely for their patronage on the traveling public. The traveler is "sold" first on the outside, or general appearances of the hotel, and the outside appearance usually decides the matter as to whether or not that particular hotel will or will not be patronized.

A bright and attractive front, with a snappy, sparkling, electric sign, suggests cleanliness and good food.

An electric sign on the front of a Hotel is a standing invitation to the traveling public.



This is a "T" style sign, advertising the COLORADO HOTEL.

The horizontal panel at the top is 2 feet high and 6 feet wide. The vertical panel is 2½ feet wide and 12 feet high, making a total of 42 square feet.

This sign will require only thirty 50 watt daylight lamps for perfect illumination.

The letters in the word "COLORADO" are 15 inches high, and in the word "HOTEL" 21 inches high.

The background is green, glass smalt.

The No. 2 hanging equipment would be required for this sign, but if it is to extend above the top of the building, the No. 4 hanging equipment must be used.

A twelve foot ladder will be necessary for re-lamping the sign.

This is an irregular shaped sign, and must be sold at the price per square foot of irregular signs.

A Hotel has, in the main, only two things to sell. One is food and the other is lodging, and their success in business depends entirely upon their ability to sell this service to the public.

The Hotel, like many other lines of business, does not "know its market." It does know, however, that its principal function is to provide a temporary home for those who are away from their own home.

The furnishings in their guest rooms, and their beds may be of the finest make. The cuisine may be of the highest character, but if they do not give their hostelry a homelike appearance, make it bright, attractive, and clean, they can never hope to have the opportunity of convincing the traveling public of the superiority of their service, because the public will not patronize them.



No. 808



This is a "T" style sign. The horizontal panel at the top is 1 foot high and 4 feet wide. The vertical panel is 2 feet wide and 5 feet high, making a total of 14 square feet.

This sign will only require twelve 50 watt daylight lamps for perfect illumination.

The letters in the words "SAM HARRISON" are 5 inches high, and in the word "CAFE" 9 inches high.

The background is green, glass smalt, with a red outline around the letters in the word "CAFE".

The No. 2 hanging equipment would be more suitable for this sign.

This sign will not require a ladder.

This is an irregular shaped sign, and must be sold at the price per square foot of irregular signs.

This sign has a two-fold purpose, as it advertises both a name and a business, as well as its location.

The Cafe or Restaurant business is rather a peculiar business. Its rise to a successful business may be very spectacular, and its decline may be equally as spectacular. Whether or not the public continues to patronize a restaurant depends upon the quality of food served, and the kind of service it gets.

The Cafe owner must keep his name before the people. He must make his place of business easy to locate, without putting the public to the trouble of hunting for it and, like the Hotel, the amount of patronage a Cafe or restaurant receives depends almost entirely on the appearance of the front of the place of business.

An electric sign will secure business for the Cafe owner that he could not possibly get if he had no sign.



*No. 809*





*No. 810*

This is a special, horizontal style sign. It is  $3\frac{1}{4}$  feet high and 5 feet wide, and contains a total of  $16\frac{1}{4}$  square feet.

It requires only eight 50 watt daylight lamps for perfect illumination.

The letters in the word "SPAGHETTI" are 9 inches high. In the word "HOUSE", 7 inches high, and in the words "PARKWAY INN", 6 inches high.

The background is blue, glass smalt, and the letters in the word "SPAGHETTI" and "HOUSE" have a red outline.

Either the No. 1 or No. 2 hanging equipment would be suitable for this sign.

This is an irregular shaped sign, and must be sold at the price per square foot of irregular signs.

This sign advertises the location of the PARKWAY INN and at the same time advertises their chief menu. It is very apparent that the PARKWAY INN has established quite a reputation for their spaghetti.

A great many business houses excell in their abilities to manufacture or produce something just a little better than their competitor, but fail to advertise the fact.

The PARKWAY INN proprietor is suggesting to everyone who passes his place of business to stop and partake of a savory dish of their spaghetti.

An electric sign is always a standing invitation.





*No. 811*

This is a special horizontal style sign. The panel at the top is 1 foot high and 5 feet wide. The center panel is 1 ½ feet high and 8 feet wide, and the bottom panel is 1 foot high and 4 feet wide, making a total of 21 square feet.

This sign will require only twenty 50 watt daylight lamps for perfect illumination.

The large letters in the top panel are 5 inches high, and the small ones 3 inches high. The letters in the center panel are 10 inches high and in the bottom panel, 8 inches high.

The background is blue, glass smalt, and the letters in the word "HARDWARE" are outlined in red.

Either the No. 1 or No. 2 hanging equipment would be suitable for this sign.

This is an irregular shaped sign, and must be sold at the price per square foot of irregular signs.

Slogans in advertisements are becoming very popular. It is a good policy for business institutions to use slogans that give the public a better idea of their objects and purposes, and that the getting of the public's money is not their principal reason for being in business.

The proprietor of this hardware store, in addition to advertising his location and business, is advertising the fact that the public will not only get a satisfactory and pleasing service, but value for their money.



This is a "T" style sign. The horizontal panel at the top is 2 feet high and 5 feet wide. The vertical panel is 2 feet wide and 8 feet high, a total of 26 square feet.

This sign will require only twenty-two 50 watt daylight lamps for perfect illumination.

The letters in the panel at the top are 9 inches high and in the vertical panel, the "R" and "L" are 9 inches high, and the other letters are 6 inches high.

The background is green, glass smalt.

The No. 2 hanging equipment will be best suited for this sign, but if it is to extend above the top of the building, the No. 4 hanging equipment must be used.

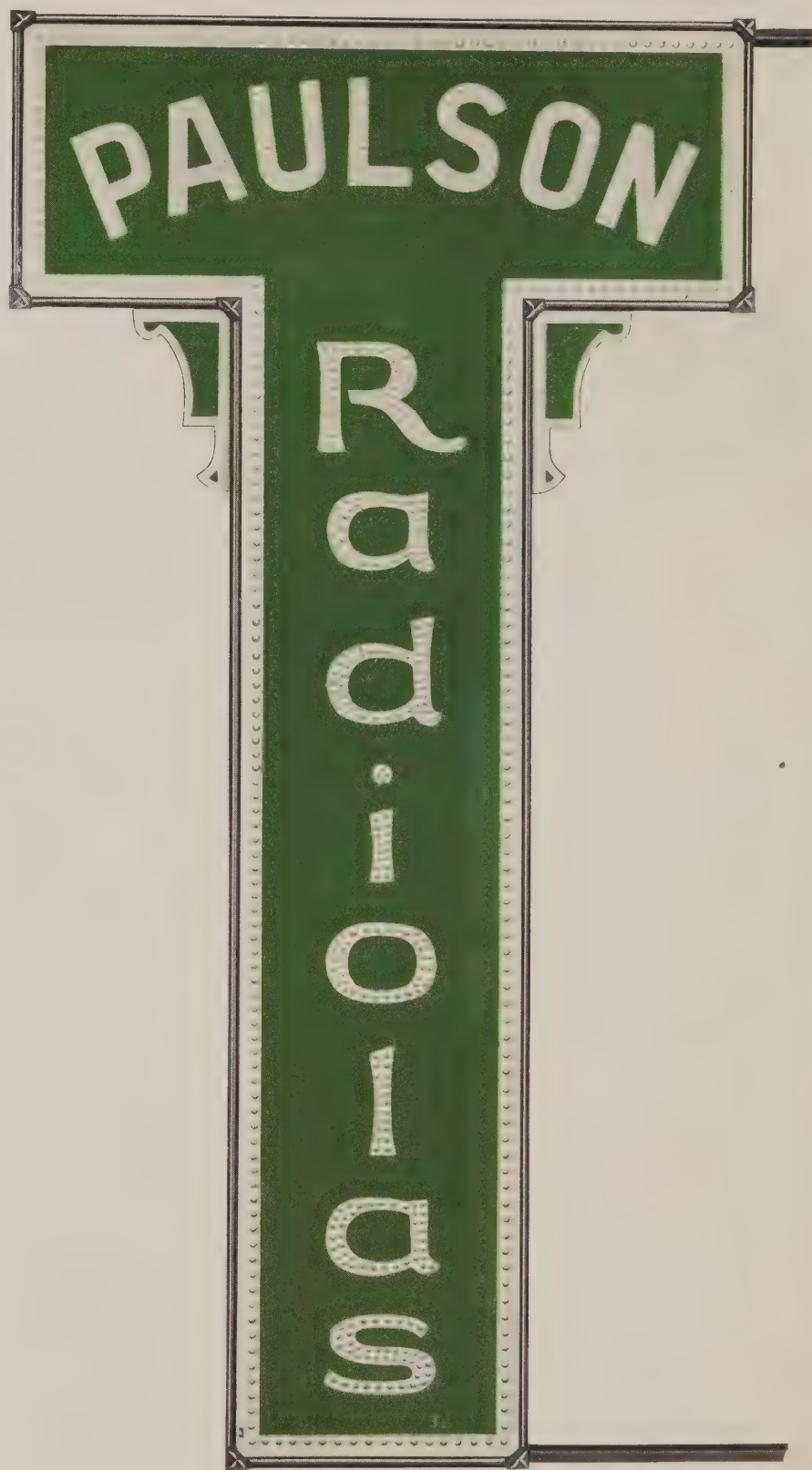
An 8 foot ladder will also be required for relamping the sign.

This is an irregular shaped sign, and must be sold at the price per square foot of irregular signs.

The purchaser of this sign is advertising his name and location, and also the fact that he is the Radiola dealer in his community. In order to more forcefully advertise this fact and to more successfully "tie-up" the front of his store to the advertising done by the Radiola Company, he has used the Radiola style of lettering on his sign.

Although this advertiser may sell many other articles in addition to Radiolas, he recognized the fact that if he can invite prospective customers into his place of business on the strength of the merits of the Radiola advertising, he would have a splendid opportunity of selling them other things.

A place of business without an electric sign can easily be likened unto a radio without a battery.



*No. 812*





*No. 813*

This is a special horizontal style sign. The top and bottom panels are each 1 foot high and 3 ½ feet wide. The center panel is 1 ½ feet high and 6 feet wide, a total of 16 square feet. This sign will require only fourteen 50 watt daylight lamps for perfect illumination.

The letters in the top and bottom panels are each 6 inches high, and in the center panel 9 inches high.

The background is blue, glass smalt, and the letters in the word "HARDWARE" have a red outline.

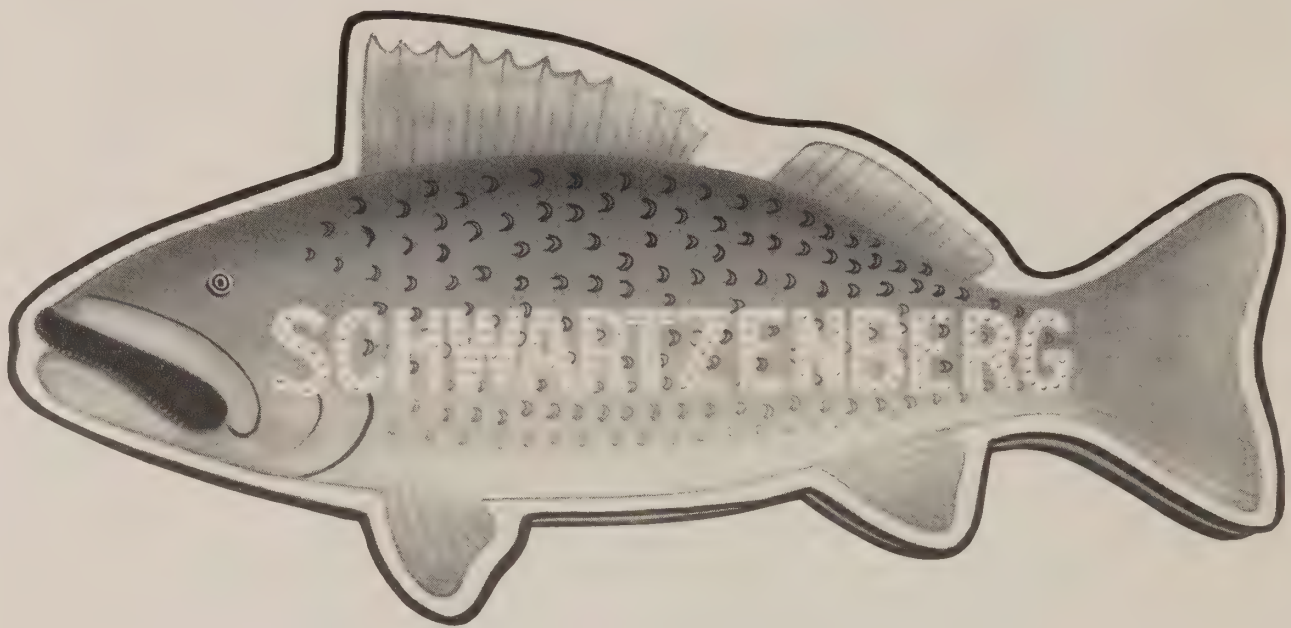
Either the No. 1 or No. 2 hanging equipment is suitable for this sign.

This is an irregular shaped sign, and must be sold at the price per square foot of irregular signs.

The Hardware business, as has been stated, cannot induce patronage through special or Bargain Day Sales, as the styles of their merchandise do not undergo radical or periodical changes, and the growth of the business depends largely upon the proprietor's ability to attract new trade.

Not all Hardware stores sell paints, and the user of this McSavaney Sign is advertising the fact on his electric sign hanging over his door, that, in addition to his line of hardware, he also handles paints. This electric sign over the door tells the story to the passersby, twenty-four hours a day, every day.





*No. 814*

This is a special style sign, designed in the shape of a fish. The greatest height is 3 ½ feet, and the greatest length 7 feet, a total of 24 ½ square feet.

This sign will require only fourteen 50 watt daylight lamps for perfect illumination.

The letters are 5 inches high.

The background has a black shaded effect representing the natural colors of a fish.

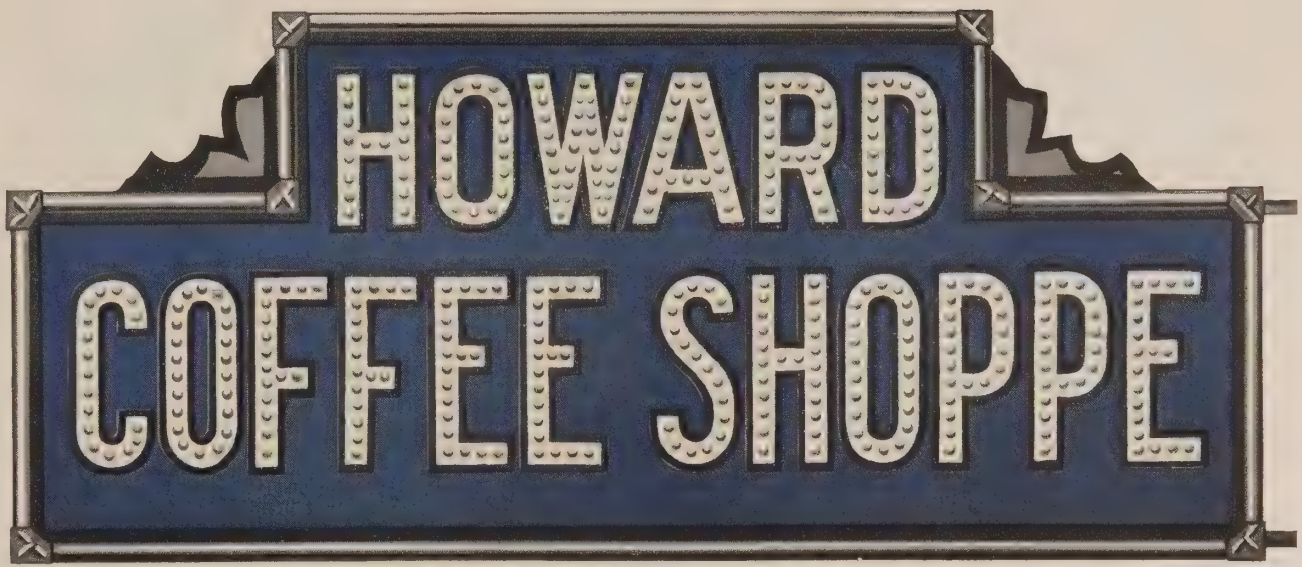
The No. 1 hanging equipment will be more suitable for this sign.

This is an irregular shaped sign, and must be sold at the price per square foot of irregular signs.

The Fish Market is rather a peculiar business from a merchandising standpoint. Their stocks are highly perishable, and there must be almost a complete turnover every day. For this reason it is very important that the Fish Market attract every available customer.

The electric sign made in the shape of a fish gives added strength to the suggestion to the people who pass the Fish Market that they should eat more of this food. The Fish Market in most cases is located on a side street. An electric sign will attract additional trade.





*No. 815*

This is a special horizontal style sign. The top panel is 1 ½ feet high and 6 feet wide, and the main panel is 3 feet high and ten feet wide, a total of 39 square feet.

This sign requires only twenty-two 50 watt daylight lamps for perfect illumination.

The letters in the top panel are 15 inches high, and in the main panel 18 inches high.

The background is blue, glass smalt, with a black outline around all letters.

The No. 2 hanging equipment would be best suited for this sign.

This is an irregular shaped sign, and must be sold at the price per square foot of irregular signs.

The Coffee Shop idea is a new and growing one. The Coffee Shop sign suggests light lunches and quick service. When a person's time is limited, or when he wants only a light meal, he begins looking for the Coffee Shop, and the Coffee Shop with a bright, attractive electric sign gets the business.

An electric sign is by no stretch of the imagination, a get-rich-quick scheme, but it is a very important adjunct to the successful development of a business. Business usually goes where it is well treated, and stays where it gets good service, and Coffee Shops cannot afford to have their prospective customers pass their place without even a fleeting glance, but must attract trade, and an electric sign is the best possible trade attracter.





### *No. 816*

This is a special horizontal style sign. The oval header at the top is 2 feet wide and 3 feet high, and the main part of the sign is 3 feet high and 6 feet wide, a total of 24 square feet.

This sign will require only fifteen 50 watt daylight lamps for perfect illumination.

The letters in the word "HOME" are 6 inches high, and in the words "THE" and "OF" 3½ inches high. The letters in the word "KELL'S" are 12 inches high, and in "LITTLE PLUMBER" 6 inches high.

The background is black with a red outline around the letters in the word "KELL'S".

The picture of the LITTLE PLUMBER is reproduced in its natural colors.

Either the No. 1 or No. 2 hanging equipment will be suitable for this sign.

This is an irregular shaped sign, and must be sold at the price per square foot of irregular signs.

The thing that the plumber sells the most of is his services, and the parts or materials used are incidental to that service.

It is just as important to advertise service as it is to advertise merchandise, and the same effort is necessary to get patronage for that service as it is to get customers for articles of merchandise.

The plumber must make his place of business stand out prominently and easy to locate. As a method of establishing a location, an electric sign has no equal.





### *No. 817*

This is a horizontal style sign. It is 3 feet high and 6 feet wide, a total of 18 square feet.

This sign will require only fourteen 50 watt daylight lamps for perfect illumination.

The letters in the top line are 6 ½ inches high. The capital "P" and "H" are 9 ¾ inches high, the other letters in these two words are 7 ½ inches high. The letters in the word "AND" are 3 ½ inches high, and in the bottom line of copy the letters are 3 ½ inches high.

The background is green glass smalt, with the letters in the words "PLUMBING" and "HEATING" outlined in red.

Either the No. 1 or No. 2 hanging equipment will be suitable for this sign.

This is a regular shaped sign, and must be sold at the price per square foot of regular signs.

Many firms in addition to their plumbing business, install and service heating systems, and when anything goes wrong with either of these two systems in the home, the first thought is "Where is the nearest plumber."

The Plumbing and Heating firms, unless they deal largely in fixtures and sell them at retail, are located in the side streets. You will now find the Plumbers on the border between the residential and the business sections. The Plumbing and Heating business, especially in the larger cities, is becoming a community business, and the Plumber must be very sure that every person in his vicinity knows the exact location of his business.

The best and most lasting thing that the Plumber can use for this purpose is an electric sign. It doesn't make any difference whether his place of business is open at night or not, as the sign is continually selling his location to the public.



*No. 818*

This is a round or circular style sign. It is 3 feet in diameter, and has a total of 9 square feet.

This sign requires only four 50 watt daylight lamps for perfect illumination.

To arrive at the number of square feet in a circular sign, multiply the greatest height by the greatest width.

The letters in the words "COFFEE SHOPPE" are 6 inches high, the monogram in the center is 15 inches high.

The inner circle is black and the outer circle is a green glass smalt. All letters are outlined in red and the sign has a red border.

The No. 1 hanging equipment is best suited for this sign.

This is an irregular shaped sign, and must be sold at the price per square foot of irregular signs.

This is an unusually neat and attractive design, manufactured for a Coffee Shoppe. While only a small sign, it is sufficiently large to attract trade from a distance of two to three hundred feet on either side of the Coffee Shoppe.

New Coffee Shops are springing into existence in almost every locality, and this beautiful sign will attract much favorable attention.





*No. 819*

This is a special style sign, made in the shape of an acorn, advertising the Acorn Tea Room. Its greatest height is 3 feet and its greatest width is 2 ½ feet; a total of 7 ½ square feet.

This sign requires only four 50 watt daylight lamps for perfect illumination.

The letters in the words "ACORN" and "TEA ROOM" are 5 inches high; in the words "HOME COOKING" 3 ½ inches high; in the bottom line, 3 and 2 inches high.

The background is green glass smalt, and the top of the acorn design is reproduced in natural acorn colors.

The No. 1 hanging equipment will be best suited for this style sign.

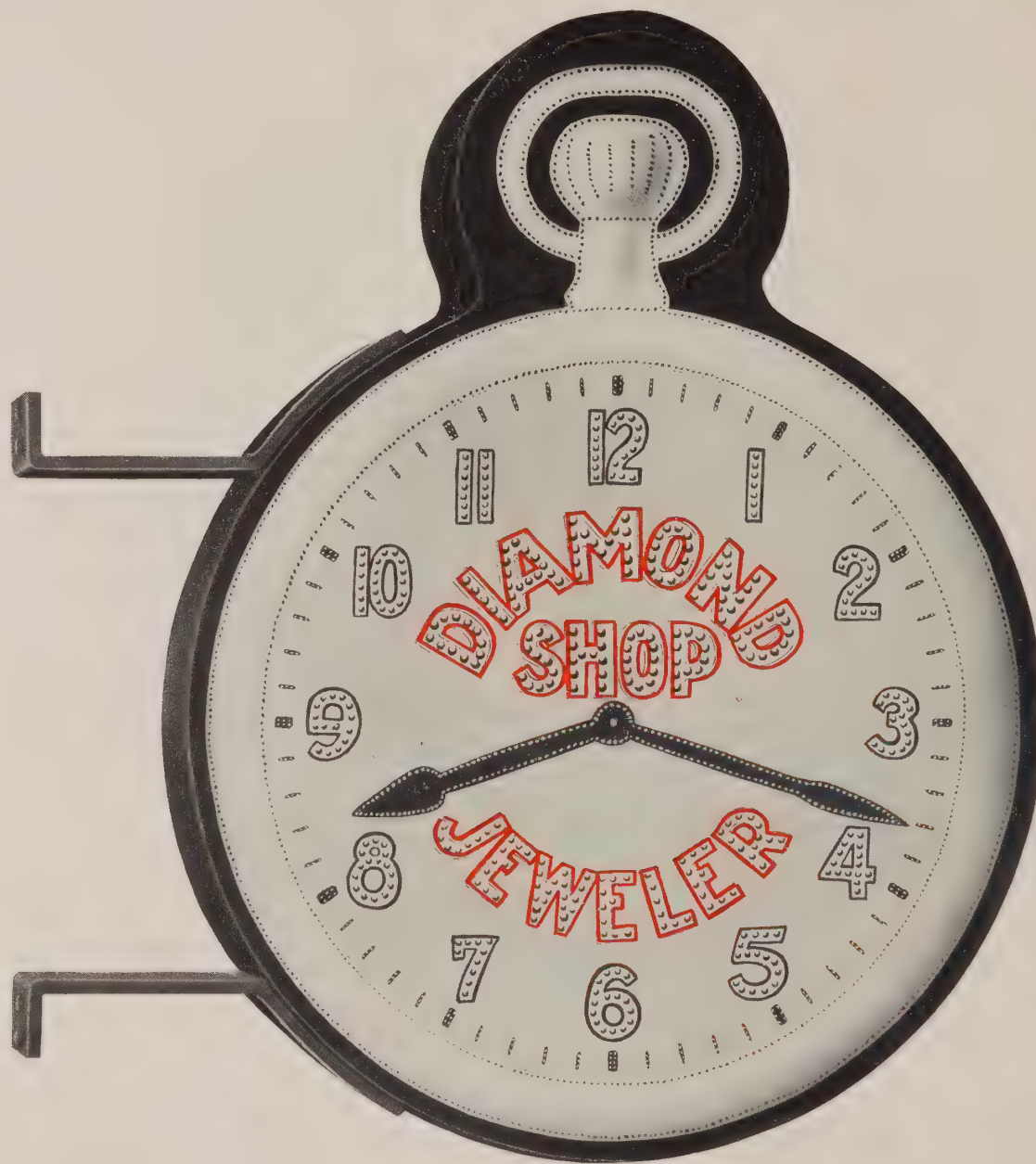
This is an irregular shaped sign, and must be sold at the price per square foot of irregular signs.

Tea Rooms are becoming popular, particularly with women. They are located not only in the downtown districts, but many can now be found in the residential districts.

These Tea Rooms are patronized largely by ladies giving parties for a few of their friends.

This neat and attractive design will not only serve as a reminder of the location of the Tea Room, both day and night, but will in reality be an adornment to the front of the Tea Room, and will be a gentle reminder to the ladies that the Acorn Tea Room is an ideal place for their Bridge-Luncheons and Tea Parties.

Many of these Tea Rooms in the business districts are located on the second floor, which makes this sign even more valuable as a means of marking the location, and directing patrons to it.



### No. 820

This is a special style sign, made in the shape of a watch. Its greatest height is 3½ feet and its greatest width is 3 feet, a total of 10½ square feet.

This sign will require four 50 watt daylight lamps for perfect illumination.

All letters and figures are 3 inches in height.

The background is white with a black border. The figures are outlined in black and the lettering is outlined in red.

The No. 2 hanging equipment will be suitable for this sign.

This is an irregular shaped sign, and must be sold at the price per square foot of irregular signs.

This style sign adds dignity to the front of any jewelry store. The jewelry business is ordinarily one of our most dignified lines of business and this style sign is very much in keeping with it.

The jewelry store rarely ever has special sales, as the articles sold in a jewelry store have standardized and fixed values, and aside from the time just before the Holidays, it has a comparatively steady flow of business.

The volume of business increases only in measure to the amount of new business attracted. This sign will pay for itself many, many times in the amount of new business it will attract.





*No. 821*

This is a special style sign. Its greatest height is 5 feet, and its greatest width is 4½ feet, a total of 22½ square feet.

This sign will require only ten 50 watt daylight lamps for perfect illumination.

The letters in the word "FIRST" are 5½ inches high; "NATIONAL" and "BANK", 6 inches high; in the word "STRENGTH" 5½ inches, and "SECURITY" 3 inches high.

Although the top of the shield in the photograph shows in black, it will be a blue glass smalt. The stripes in the lower half of the shield are grey and white, with the letters outlined in black. There will be a red border around the entire sign. The border of the shield and the outline of the stripes are perforated, which makes the design stand out very prominently when the sign is illuminated.

The No. 2 hanging equipment will be suitable for this sign.

This is an irregular shaped sign, and must be sold at the price per square foot of irregular signs.



### No. 822

This is a special style sign for a meat market. It is 32 ½ inches high and 30 inches wide. This particular sign is not sold on a square foot basis, and must be sold as it appears and no changes whatever can be made in the sign.

This sign will require only one 75 watt daylight lamp for perfect illumination.

The letters in the word "MEATS" are 3 ½ inches in height.

The bull's head is reproduced in natural colors on a convex, double-thick glass. The word "MEATS" is reproduced on a double strength, flat glass with white letters and green background.

The design of the bull's head and the word "MEATS" is burned into the glass by a vitri-fying process, and we guarantee that the colors will never fade or peel.

Remember, no changes whatever can be made in the wording or design, and it must be sold at the price given in the price list.

There has been a popular and growing demand for a small attractive sign for Meat Dealers, and this sign has proven to be so popular that we decided to include it in the catalog. We are able to sell this sign for a very low price, because of the large sale on it, which makes it possible for us to manufacture them in large quantities. Ninety-five per cent of the meat is sold to women, and more of them are being educated every day to the fact that just as good meats can be obtained from the community meat market as from the downtown markets. Every meat dealer in every community should have one of these bright and attractive electric signs, inviting the women in his community to patronize his market.



This is a "T" style sign. The horizontal panel at the top is 15 inches high and 4 feet wide. The vertical panel is 1½ feet wide and 12 feet high, a total of 23 square feet.

This sign will require only twenty-six 50 watt daylight lamps for perfect illumination.

The letters in the top panel are 7 inches high, and in the vertical panel 11½ inches high, with the exception of the letters "CO", which are 8 inches high.

The background is blue, glass smalt with letters in the word "FURNITURE" outlined in red.

The No. 2 hanger will be best suited for this sign, unless it is to extend above the top of the building, then the No. 4 hanging equipment must be used.

A twelve foot ladder will be necessary for re-lamping this sign.

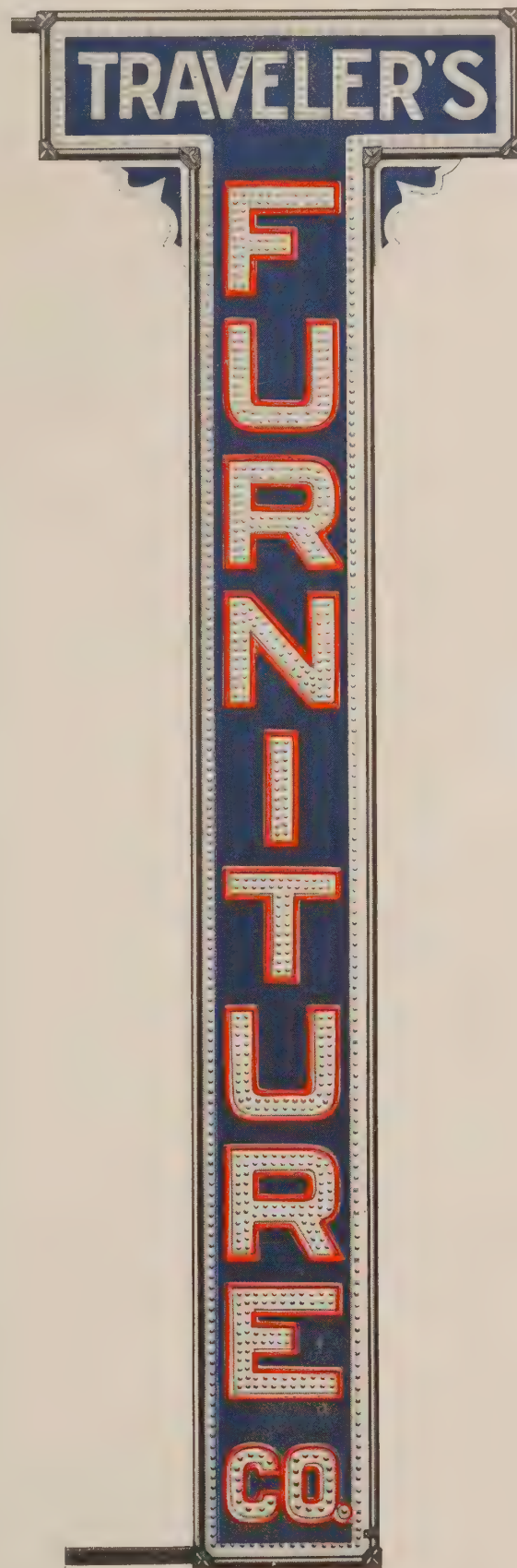
This is an irregular sign, and must be sold at the price per square foot of irregular signs.

Perhaps no line of business is done as much on personal confidence as the furniture business. Unless the purchaser buys a standard, advertised, trade-marked brand of furniture, it may be several months before he really finds out the quality of the furniture he has bought, hence the person who buys furniture must have implicit confidence in the dealer from whom he buys. He must know that he is getting value received.

When the prospective purchaser sees a bright, attractive electric sign installed on the front of a furniture store, even though he may not be personally acquainted with the dealer, he has sufficient confidence in the store to patronize it.

He knows that if it were not a well-established and a "going" business, it would not have an electric sign, indicating that the furniture store was a well established business of good standing in the community and worthy of confidence.

An electric sign does much more than advertise and establish a location. It is a confidence builder.



No. 823



This is an oval style sign, 3 feet high and 5 feet wide, a total of 15 square feet. This sign requires only ten 50 watt day-light lamps for perfect illumination.

The letters in the word "PUROL" are 7 and 5 inches high; in the word "GASOLINE" 8 inches high; in the words "MOTOR OIL" 4 ½ inches high.

The background is green, glass smalt and the letters in the word "GASOLINE" are outlined in red.

The No. 1 hanging equipment would be best suited for this sign. If, however, the sign is to be used as a yard sign, and installed on the top of a 3 ½ inch pipe, the price would include the fittings, as these fittings are about equal in cost to the overhead hanging equipment. The price, however, DOES NOT INCLUDE THE 3 ½ INCH PIPE, which can be bought locally as cheaply as we can furnish it, and the purchaser is thereby saved the transportation charges.

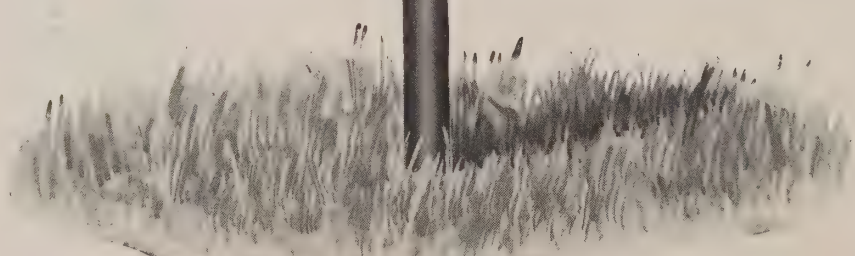
This is an irregular shaped sign, and must be sold at the price per square foot of irregular signs.

This style of sign is very popular with service stations. If it is to be used as a yard sign, it can be located any place in the yard, and its bright, distinct and attractive appearance both day and night has proven that this sign is a great business getter.

The service station knows the value of illumination as a means of attracting trade.

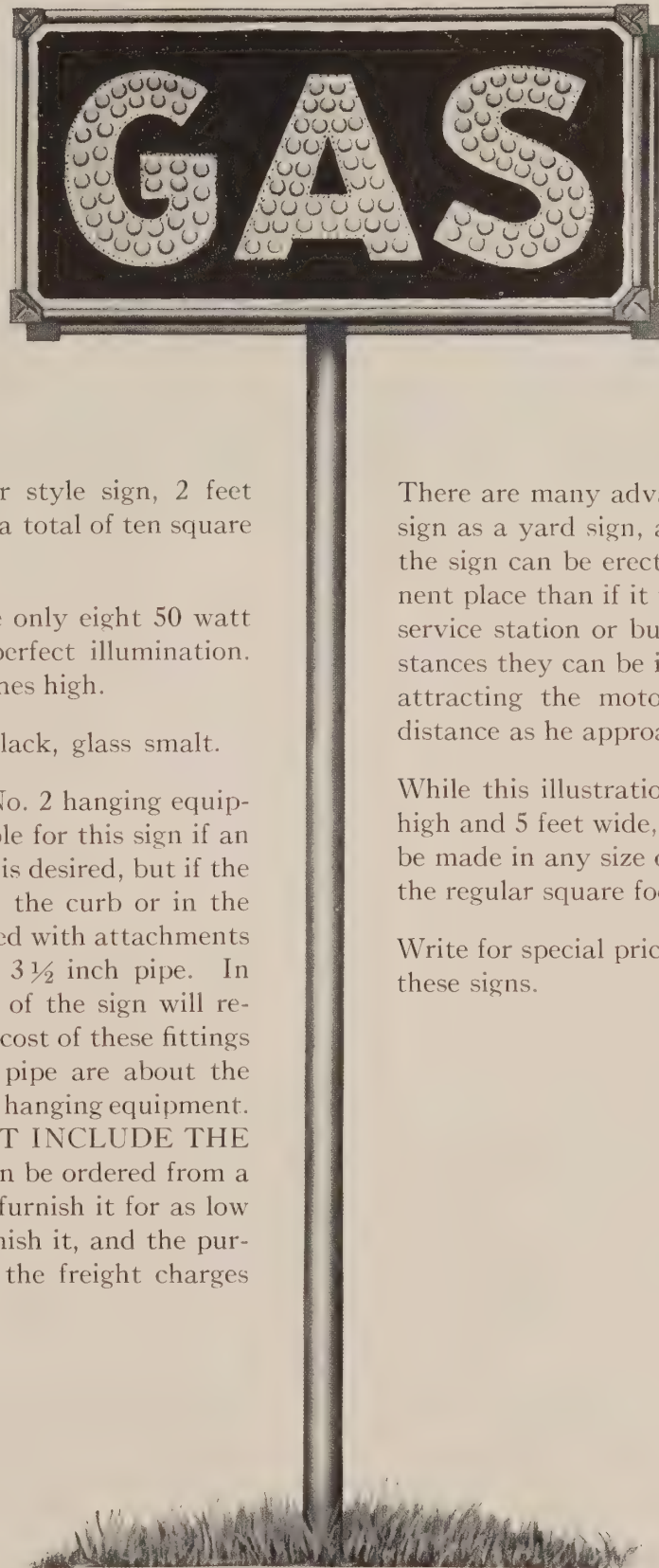
Most service stations have a special design they use in advertising their products, or some particular style of lettering. Such trade-marks or special styles of lettering can be exactly reproduced and illuminated by the McSavaney patented process without additional cost.

Write us for special prices on two or more signs of this style.



No. 824





This is a rectangular style sign, 2 feet high and 5 feet wide, a total of ten square feet.

This sign will require only eight 50 watt daylight lamps for perfect illumination. The letters are 15 inches high.

The background is black, glass smalt.

Either the No. 1 or No. 2 hanging equipment would be suitable for this sign if an over-head equipment is desired, but if the sign is to be used at the curb or in the yard it can be equipped with attachments for installing it on a  $3\frac{1}{2}$  inch pipe. In either case, the price of the sign will remain the same as the cost of these fittings for attaching to the pipe are about the same as the over-head hanging equipment. The price **DOES NOT INCLUDE THE PIPE**, as this pipe can be ordered from a local dealer who will furnish it for as low a price as we can furnish it, and the purchaser will not have the freight charges to pay.

There are many advantages in using this sign as a yard sign, as in many instances the sign can be erected in a more prominent place than if it were installed on the service station or building. In many instances they can be installed at the curb, attracting the motorist from a greater distance as he approaches the station.

While this illustration is of a sign 2 feet high and 5 feet wide, these yard signs can be made in any size or shape, and sold at the regular square foot prices.

Write for special prices on two or more of these signs.

*No. 825*



*No. 826*

This is a horizontal style sign, 2½ feet high and 7 feet wide, a total of 17½ square feet.

This sign will require only sixteen 50 watt daylight lamps for perfect illumination.

The letters in the top line of copy are 9 and 6 inches in height, and in the bottom line, 9½ inches in height.

The background is blue, glass smalt and the letters in the word "RESTAURANT" are outlined in red.

This sign has an illuminated border between the wording and the frame which adds much to its attractiveness.

Either the No. 1 or No. 2 hanging equipment will be suitable.

This is a regular shaped sign, and must be sold at the price per square foot of regular signs.

This sign, in addition to advertising and establishing the location of a Restaurant, advertises the name of the Restaurant, and in using this sign to advertise and fix his location in the minds of the people, the proprietor is also advertising the fact that it is a DeLuxe Restaurant. In other words, he is advertising both his name and his location, and this sign performs the additional function of "tying-up" the front of the restaurant with his general publicity advertising.

McSavaney Signs advertise locations just as effectively and efficiently as an electric sign costing two or three times more.





*No. 827*

This is a rectangular style sign 2 feet high and 5 feet wide, a total of 10 square feet.

This sign requires only six 50 watt daylight lamps for perfect illumination.

The letters are 12 ½ inches high.

The background is green, glass smalt.

Either the No. 1 or No. 2 hanging equipment will be suitable for this sign.

This is a regular shaped sign and must be sold at the price per square foot of regular signs.

This sign, like many others, is used for the purpose of advertising a name in addition to advertising a location. The name "BERRY" evidently means something in the community in which Berry's do business, and he is merely putting his name on a bright and brilliant electric sign at his place of business.

If a name means something in a community, it is always advisable to advertise the name.



### *No. 828*

This is a special horizontal style sign. The oval top or header is 1 foot high and 2 ½ feet wide. The lower panel is 1 ¾ feet high and 5 feet wide, making a total of 11 ¼ square feet.

The sign will require only ten 50 watt daylight lamps for perfect illumination.

The letters in the top or header are 7 inches high, and in the main panel of the sign, 12 inches high.

The background is black, glass smalt.

The No. 1 hanging equipment would be suitable for this sign.

This is an irregular shaped sign, and must be sold at the price per square foot of irregular signs.

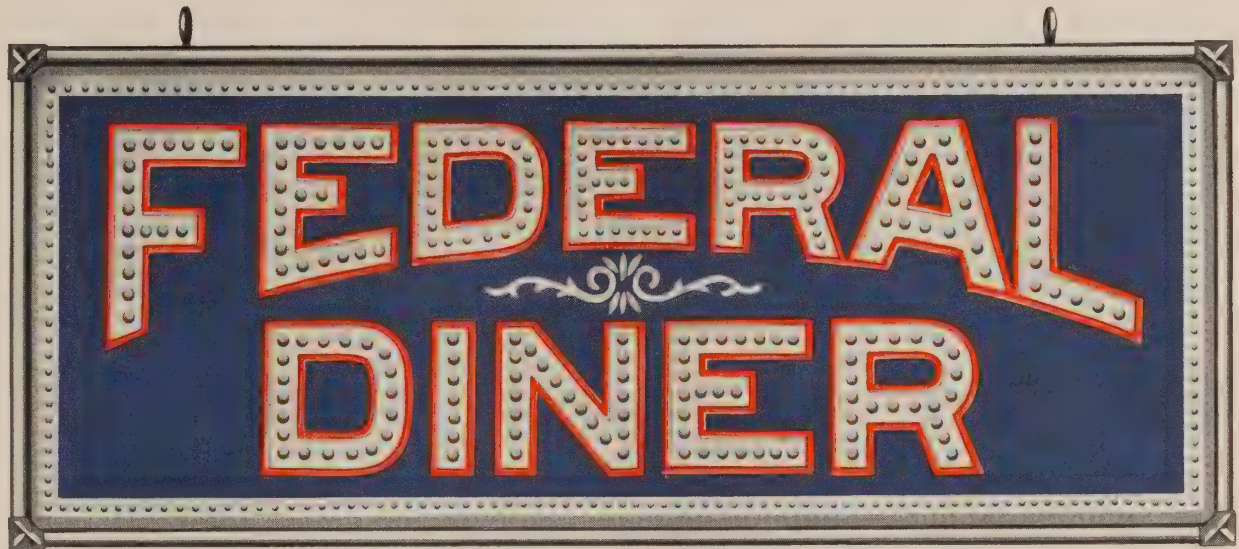
Competition in the radio business is getting to be mighty keen. It is not now so much a matter of deciding upon the make of radio as it is of deciding from whom to buy it. The radio is past the experimental stage, and while steady improvements are being made in the instruments themselves, it has become a fixed industry.

The average layman, who knows nothing whatever about radio, is, in a measure, at the "mercy" of the dealer. He realizes this fact, with the result that he is very careful in the selection of a dealer from whom he buys.

When a radio "fan" buys a radio from a well established company that has a bright and attractive electric sign installed on their store front, he knows that dealer is a fixture in the community—that he is not a "fly-by-night" dealer, and will be there to give him service if he needs it.

An electric sign on the front of a place of business is convincing evidence that the proprietor is reliable and trustworthy, and that he is well established in business.





*No. 829*

This is a horizontal style sign, 2 feet high and 5 feet wide, a total of 10 square feet.

This sign will require only six 50 watt daylight lamps for perfect illumination.

The letters in the word "FEDERAL" scale from 11 ½ inches to 6 ½ inches in height; in the word "DINER" the letters are 8 inches high.

The background is blue, glass smalt and all letters are outlined in red. There is an illuminated border between the copy and the frame of the sign.

Either the No. 1 or No. 2 hanging equipment will be suitable for this sign.

This is a regular shaped sign, and must be sold at the price per square foot of regular signs.

Illuminated borders, as shown on this sign, give a very beautiful effect. In specifying these illuminated borders on signs, always be sure that there is sufficient space between the words and the frame of the sign for them. There is no additional charge for putting borders of this kind on signs as they are cut into the metal in the same manner as the lettering.

This is a restaurant sign somewhat out of the ordinary. The copy is neat, and it will not fail to attract much favorable attention. Any Dining Room that will install a sign of similar copy will be equally attractive.



### *No. 830*

This is a horizontal style sign, 2½ feet high and 5 feet long, a total of 12½ square feet. The sign will require only eight 50 watt daylight lamps for perfect illumination.

The letters in the top line of copy are 9 inches high. The capital "B" and "H" in the bottom line of copy are 9 inches high and the other lettering is 6½ inches high.

The background is blue, glass smalt.

The letters in the word "HELMKE" are outlined in red.

This is a regular shaped sign, and must be sold at the price per square foot of regular signs.

Most men enjoy an occasional game of billiards. In addition to the pleasure of playing the game, it is a healthful exercise.

The first thing necessary for an enjoyable game is pleasant surroundings, good, well-kept tables, and an electric sign installed on the front of the billiard hall suggests all of these things.

Billiard room owners cannot have good equipment unless they have well patronized places of business. An electric sign will increase patronage, and if the billiard room proprietor does not have up-to-date billiard equipment, the electric sign, inviting new patrons, will soon make the new equipment possible.

A bright and well-lighted billiard hall, with this beautiful and attractive electric sign inviting new patronage, will most surely do an increased business.





*No. 831*

This is a horizontal style sign, 2 ½ feet high and 6 feet wide, a total of 15 square feet. This sign will require only ten 50 watt daylight lamps for perfect illumination.

The large "S" is 16 ½ inches high, and the other letters in these two lines of copy are 7 inches high. In the bottom line of copy the letters are 3 inches high.

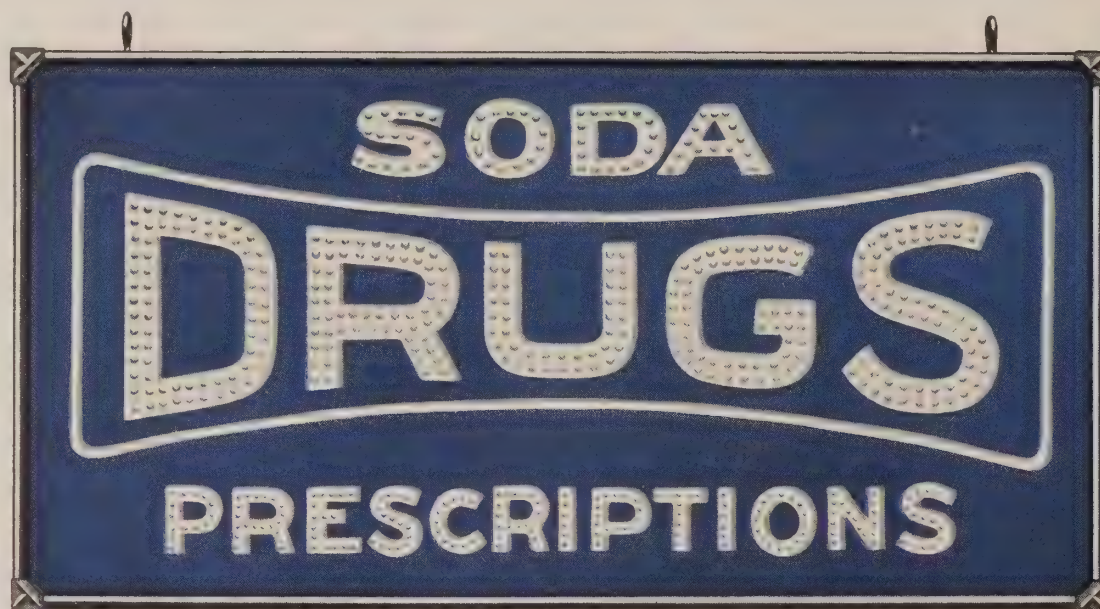
The background is blue, glass smalt and the words "SWAIN'S SANITARY" are outlined in red.

The No. 1 or No. 2 hanging equipment will be suitable for this sign.

This is a regular shaped sign, and must be sold at the price per square foot of regular signs.

The dry cleaning company is a line of business whose rise or fall depends entirely upon the quality of their work and service. People will not trust their fine, expensive garments to a dry cleaner about whom they know nothing. When people are in need of the services of a dry cleaner they are first attracted by the general appearance of the place, and if an electric sign is installed on the front of the business, a much more favorable impression is created.

When people have clothing that need cleaning, they will give the dry cleaner a telephone call, as 90% of the dry cleaning work is called for and delivered.



*No. 832*

This is a horizontal style sign, 3 feet high and 6 feet wide, a total of 18 square feet.

This sign requires only twelve 50 watt daylight lamps for perfect illumination.

The letters in the top and bottom lines of copy are 4½ inches high; in the word "DRUGS" the letters scale from 14 to 9 inches in height.

The background is blue, glass smalt with an illuminated border around the word "DRUGS".

Either the No. 1 or No. 2 hanging equipment will be suitable for this sign.

This is a regular shaped sign and must be sold at the price per square foot of regular signs.

Not all stores that call themselves Drug Stores fill prescriptions. The laws in most states require that Drug Stores that compound prescriptions and sell poisons, have a registered pharmacist on duty at all times.

This sign advertises the fact that this Drug Store, in addition to refreshing drinks and other things usually bought at Drug Stores, fills doctors' prescriptions. This one fact advertised on an electric sign will be seen and read more frequently and by more people than if it were to appear in every issue of a newspaper.

Authorities on the subject of electric sign advertising have made the discovery that more people pass a given point every twenty-four hours than read the newspapers.





### *No. 833*

This is a horizontal style sign, 2½ feet high and 6 feet wide, a total of 15 square feet.

The sign will require only ten 50 watt daylight lamps for perfect illumination.

The letters in the word "CARR'S" are 7½ inches high. The first letters in the words "DRUGS", "SODAS", and "CIGARS" are 5½ inches high, and the other letters in these three words are 4½ inches high.

The background is blue, glass smalt and the letters in the word "CARR'S" have a red outline.

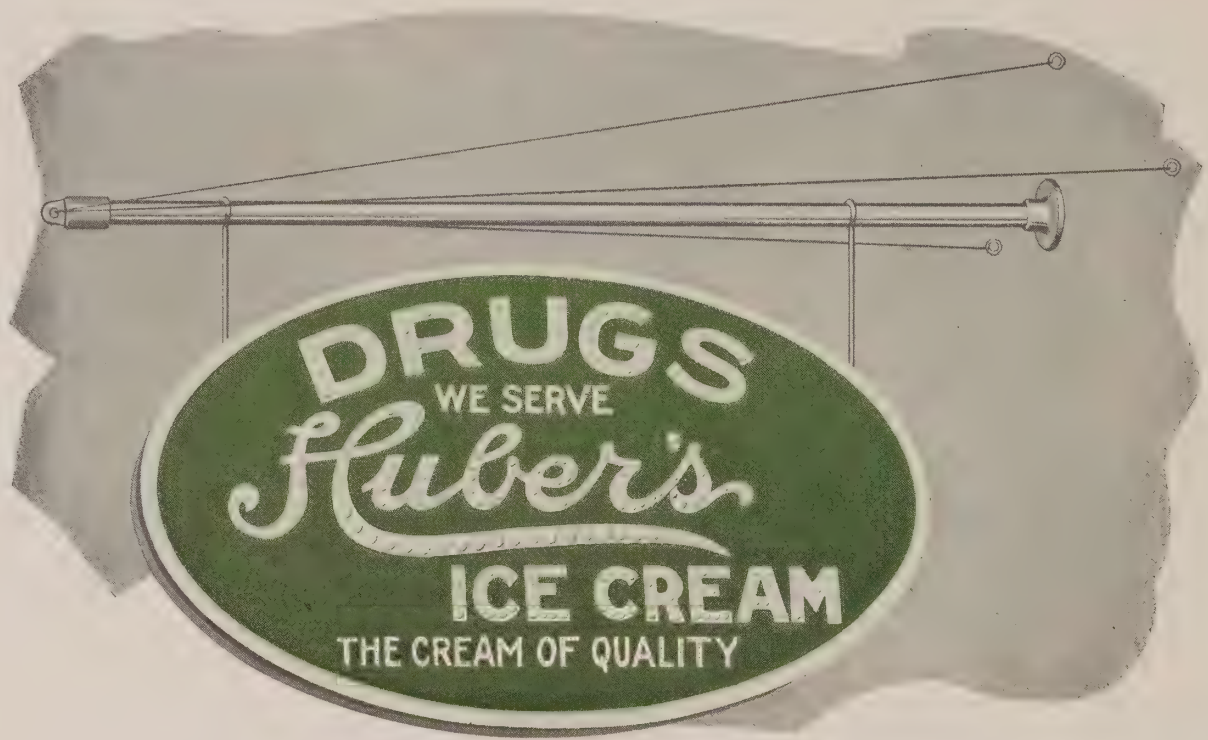
Either the No. 1 or No. 2 hanging equipment will be suitable for this sign.

This is a regular shaped sign, and must be sold at the price per square foot of regular signs.

Drugs, sodas, and cigars represent three of the most prominent lines sold by drug stores, and this sign, although comparatively small in size, gives excellent display to this copy. Whether or not a sign is a good sign depends a great deal on the spacing and arrangement of the copy. As strange as this statement may seem to you, it is really the spacing, and not the letters, that makes the sign.

Signs must be easily and quickly read, and the way the copy is arranged on this sign it can be read at a glance, even though at first thought it appears to be excessive.

Any druggist whose name contains six or less letters could use this sign exactly as it is reproduced, by inserting his name instead of the word "CARR'S".



*No. 834*

This is an oval style sign, 3 feet high and 5 feet wide, a total of 15 square feet.

This sign will require only ten 50 watt daylight lamps for perfect illumination.

The letters in the word "DRUGS" are 5 inches high, in the words "WE SERVE" 2 inches high, and in the word "HUBER'S", the letters range from 12 inches to 4½ inches in height. The letters in the words "ICE CREAM" are 4½ inches high, and the letters in the bottom line of copy are 2 inches high.

The background of this sign is a green glass smalt.

This sign is shown with the No. 1 hanging equipment.

This is an irregular shaped sign, and must be sold at the price per square foot of irregular signs.

Very frequently Ice Cream Manufacturers will co-operate with dealers in the purchase of an electric sign. The Druggist pays a part of the cost, as the sign advertises the location of his Drug Store, and the Ice Cream Company pays a part of the cost because the sign not only advertises their brand of Ice Cream, but also the fact that this particular Drug Store sells it. The Druggist is further benefitted by the use of the sign as it is installed on the front of his store, and is continually attracting trade to it.

The Ice Cream Manufacturer is further benefitted, for in addition to advertising their brand of ice cream at the point of sale, it is seen and read by every one who passes it.

Write us for special prices on two or more of these signs.





*No. 835*

This is a horizontal style sign, 2 ½ feet high and 5 feet wide, a total of 12 ½ square feet. This sign will require only eight 50 watt daylight lamps for perfect illumination.

The letters "W" and "S" in the word "WEED'S" are 13 ½ inches high. The other letters in this word are 8 inches high. The letters in the word "SUPREME" are 3 ½ inches high, and the letters in the words "ICE CREAM" are 5 ½ inches high.

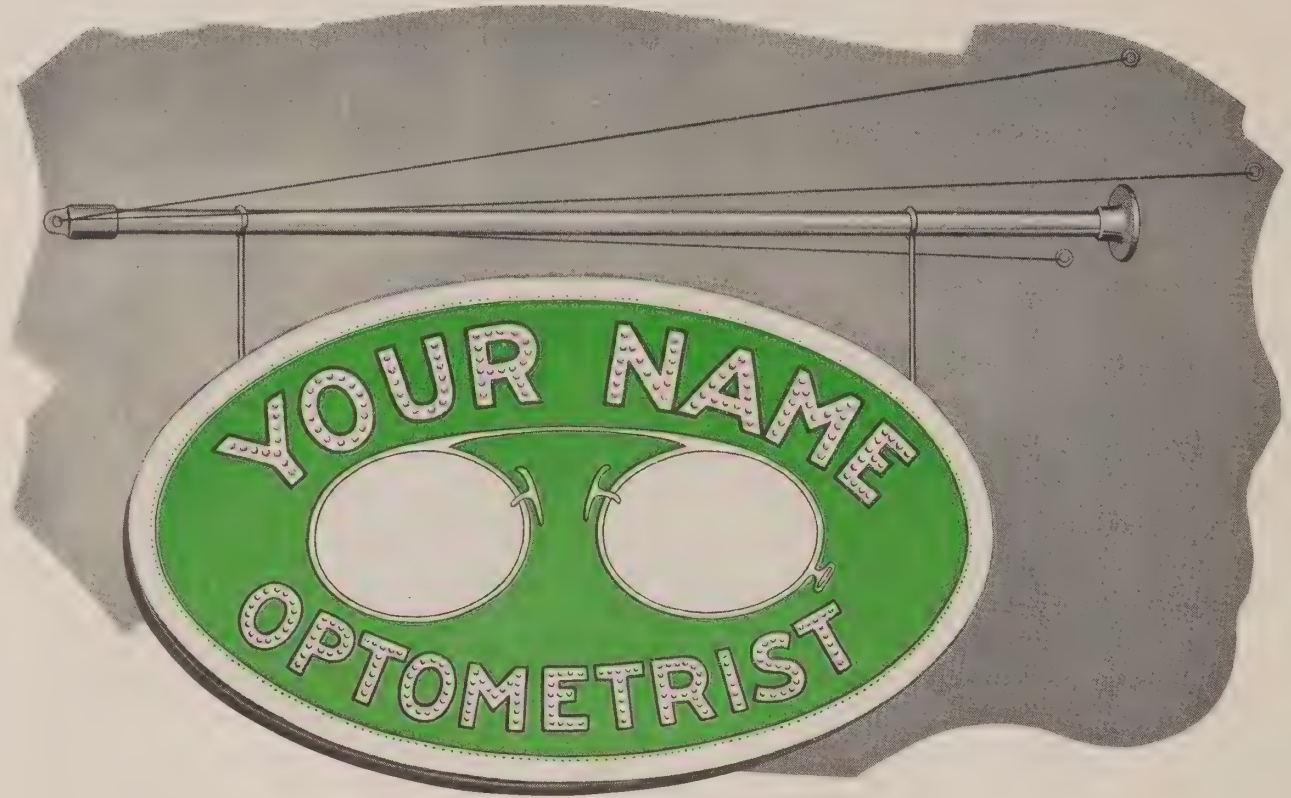
The background of this sign is a green glass smalt, with the letters in the word "WEED'S" outlined in red. The sign also has a red border.

Either the No. 1 or No. 2 hanging equipment will be suitable for this sign.

This is a regular shaped sign and must be sold at the price per square foot of regular signs.

This sign advertises a product only, "WEED'S ICE CREAM", and advertises the fact that the store on which it is installed deals in that particular product. This company, by the means of an electric sign, is building up a demand for its product. It is creating a consumer demand and telling the public, through the electric sign, just where it may be obtained.

We hear a great deal about locations. Many people in business complain because of a poor location, but will make no effort to make their location a better one. An electric sign will make a poor location good and a good location better.



*No. 836*

This is an oval style sign, 3 feet high and 5 feet wide, a total of 15 square feet.

This sign will require only ten 50 watt daylight lamps for perfect illumination.

The letters in the words "YOUR NAME" are 5 inches high, and in "OPTOMETRIST" they are 4 inches in height.

The background of this sign is a green glass smalt.

This is an irregular shaped sign, and must be sold at the price per square foot of irregular signs.

The Optometrist, quite naturally, wants some thing indicative of his business reproduced on the sign,—the pair of glasses shown on this sign carries out that idea. Any name can be reproduced on the sign where the words "YOUR NAME" are shown, and a small amount of copy can be reproduced on the lenses of the glasses.



*No. 837*

This is a small horizontal sign, 10 inches high and 26 inches long.

Only two 50 watt daylight lamps are required for perfect illumination.

The letters are 4 ½ and 3 ½ inches in height.

The background of this sign is blue glass smalt.

The No. 2 hanging equipment as shown on this sign will be suitable.

It is considered unethical for a Doctor to advertise, and this small sign is used merely for the purpose of establishing the Doctor's location in the minds of the people, so he can be quickly found in cases of emergency. This sign must be sold at the minimum price.





### No. 838

This is a horizontal style sign, 2 ½ feet high and 5 feet wide, a total of 12 ½ square feet. This sign requires only eight 50 watt daylight lamps for perfect illumination.

The letters are 7 and 6 ½ inches in height.

The background is black, with a red outline around the letters.

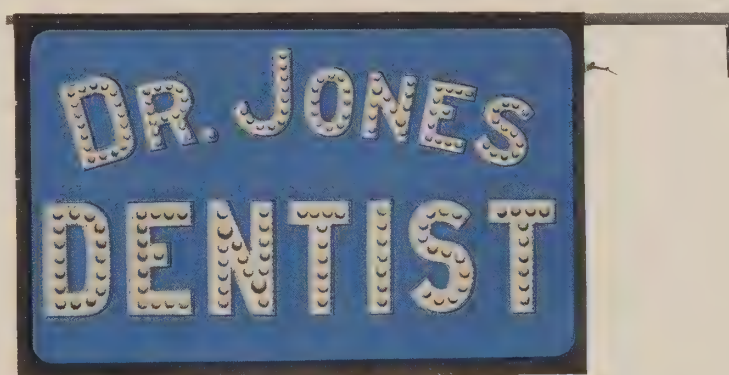
This sign shows the No. 2 hanging equipment, although the No. 1 would also be suitable.

This is a regular shaped sign, and must be sold at the price per square foot of regular signs.

This is a very neat and attractive sign, and has been the most popular style sign we have ever manufactured for Billiard Halls.

The copy on this sign suggests that you can enjoy either one of two games: pocket billiards, straight rail, or caroms. Human nature is pretty much the same, and doesn't change much. Most of us act upon a suggestion. A thing is suggested to us and we act upon it through our subconscious mind.

This sign installed in front of a Billiard Parlor suggests pleasure, and we are all very susceptible to such suggestions. Show this illustration to every Billiard Room operating in your territory.



### No. 839

This is a small horizontal sign, 18 inches high and 30 inches wide, and will require only two 50 watt daylight lamps for its perfect illumination.

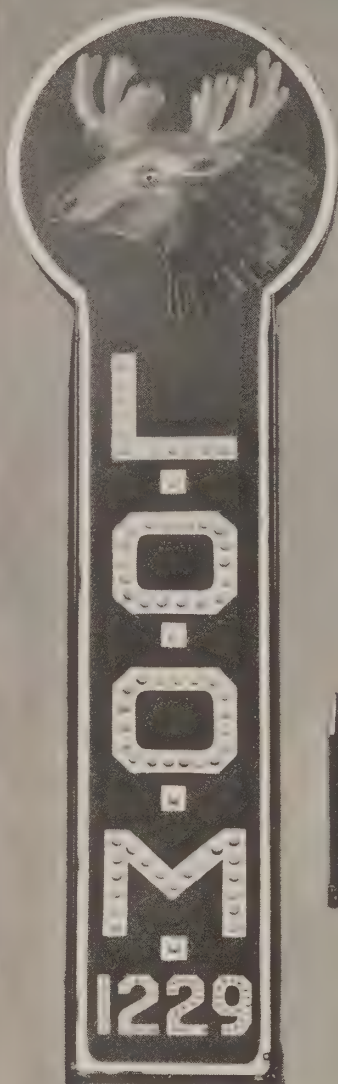
The letters in the top line are 3 ½ inches high and the letters in the lower line are 5 inches high.

The background is blue glass smalt. This sign is shown with the No. 2 hanging equipment.

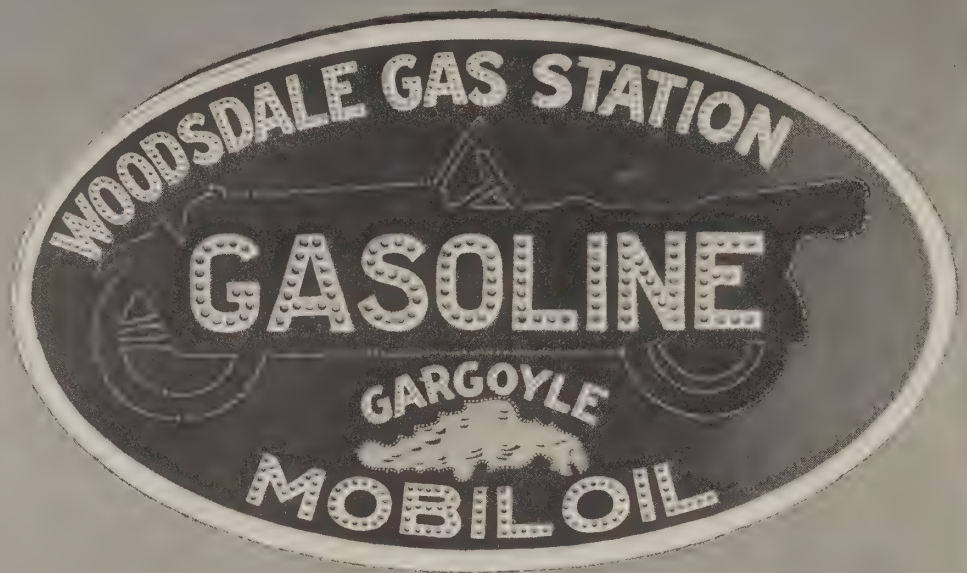
Very few Dentists' offices are located on the ground floor, except those who maintain offices in the residential districts, or at their homes. Consequently, the Dentists cannot use a very large sign, and this neat and attractive design has been especially designed for Dentists to install at the street entrance to their offices.

This has been a very popular sign with the Dentists, and in addition to being used as above described, it has been used extensively by Dentists who maintain offices in their homes in the residential districts, as a means of making their office more easily located.

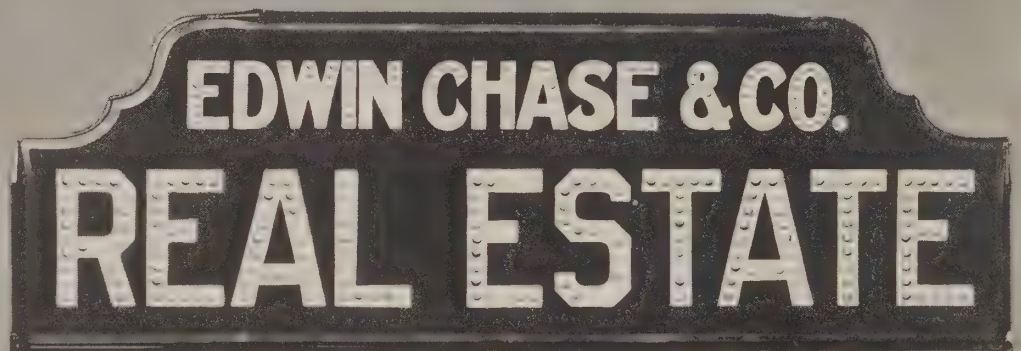




103



101



102



104



On the following pages are photographic reproductions of signs selected at random from orders going through the factory. These reproductions are for the purpose of giving you ideas and suggestions for making lay-outs of the wording, and will be very helpful to you in arranging copy; not only for the classes of business they represent, but for all classes of business.

No colors are shown on these photographs. Any color scheme can be carried out. We invariably recommend the blue, green, or black glass smalt for the background, with white letters, as these are the most durable and lasting colors that can be used.

### *Illustrations Opposite*

**No. 101.** This is an oval sign designed especially for Service Stations. It is 3 feet high and 5 feet wide, a total of 15 square feet. The letters in the top line of copy are 3 ½ inches high; in the second line 6 ½ inches high; in the third line, 2 inches high, and in the bottom line, 3 ½ inches high. Only twelve 50 watt daylight lamps are required for perfect illumination. Either the No. 1 or No. 2 hanging equipment will be suitable. If the sign is to be used as a yard sign and attached to a 3 ½ inch pipe, the price will include the fittings, as they are about equal in cost to the over-head hanging equipment. THE PRICE DOES NOT INCLUDE THE PIPE. This pipe can be purchased locally as cheaply as we could furnish it, and the purchaser is thereby saved the transportation charges. This is an irregular shaped sign and must be sold at the price per square foot of irregular signs.

**No. 102.** This is a sign designed for a Real Estate Dealer, and they are usually fine prospects for signs. This sign is 2 feet high and 5 ½ feet wide, a total of 11 square feet. The letters in the top line are 4 inches high and in the bottom line 8 inches high. Only eight 50 watt daylight lamps are required for perfect illumination. This is an irregular shaped sign, and must be sold at the price per square foot of irregular signs.

**No. 103.** This sign was designed for a Fraternal organization. The oval top or header is 2 ½ feet in diameter. The vertical panel immediately under this oval header is 1 ½ feet wide and 6 feet high, a total of 15 ¼ square feet in the sign. The letters in L. O. O. M. are 10 inches high, and in the figures 4 inches high. Only 12 fifty watt daylight lamps are required for perfect illumination. The No. 2 hanging equipment will be suitable for this sign, unless it is to extend above the top of the building and if so, the No. 4 hanging equipment must be used. A 6 foot ladder will be necessary for re-lamping the sign. This is an irregular shaped sign, and must be sold at the price per square foot of irregular signs.

**No. 104.** Churches fully appreciate the value of electric sign advertising. We manufacture a great many signs for churches, and this is a sign manufactured for one of them. The top and bottom panels are 15 inches high and 5 feet wide. The center panel is 1 ½ feet high and 8 feet wide, a total of 24 ½ square feet. The letters in the word "FIRST" and "CHURCH" are 8 inches high, and in the word "PRESBYTERIAN" 10 inches high. Only sixteen 50 watt daylight lamps are required for perfect illumination. As this is rather a large sign, the No. 2 hanging equipment would be more suitable. This is an irregular shaped sign, and must be sold at the price per square foot of irregular signs.

Property of  
THE McSAVANEY CO.  
Springfield, Ohio



105



106



107



108



109



## *Illustrations Opposite*

**No. 105.** This illustrates a sign manufactured for a Tire Dealer. The sign is 2 feet high and 5 feet wide, and has a total of 10 square feet. The capital "N" in the top line of copy is  $8\frac{1}{2}$  inches high, and the other letters are 7 inches high; the letters in the bottom line of copy are  $6\frac{1}{2}$  inches high. Only six 50 watt daylight lamps are required for perfect illumination. Either the No. 1 or No. 2 hanging equipment will be suitable. Small designs or trade-marks, such as are shown in the lower left-hand corner of this sign, can be exactly reproduced, and outlines illuminated by our system of illumination. This is a regular shaped sign, and must be sold at the price per square foot of regular signs.

**No. 106.** Radio Supply Dealers are excellent prospects for signs. This sign was recently manufactured for such a dealer. The oval header or panel at the top is  $1\frac{1}{2}$  feet high and  $3\frac{1}{2}$  feet wide. The lower or horizontal panel is  $2\frac{1}{2}$  feet high and 4 feet wide, making a total of  $15\frac{1}{4}$  square feet. The letters in the words in the top panel are 5 inches high, and in the word "RADIO" 12 inches high; in the word "SUPPLIES" 5 inches high. Only ten 50 watt daylight lamps are required for perfect illumination. Either the No. 1 or No. 2 hanging equipment will be suitable. This is an irregular shaped sign, and must be sold at the price per square foot of irregular signs.

**No. 107.** This is an oval design, manufactured for a Coffee Shop. To find the number of square feet in oval signs, multiply the greatest height by the greatest width. As this sign is 3 feet high at its highest point and 7 feet wide at its widest point, it will contain 21 square feet. The letters in the word "GRAND" and "CONEY ISLAND" are 10 inches high, and in the words "COFFEE SHOP" 6 inches high. Only fourteen 50 watt daylight lamps are required for perfect illumination. Either the No. 1 or No. 2 hanging equipment will be suitable. This is an irregular shaped sign, and must be sold at the price per square foot of irregular signs.

**No. 108.** This sign was designed to advertise both a name and a product. The sign is 3 feet high and 5 feet wide, containing a total of 15 square feet. The letters in the word "HOSIERY" are 10 inches high. All other letters are 3 inches high. This sign also shows a trade-mark that has been exactly reproduced and illuminated. Only ten 50 watt daylight lamps are required for perfect illumination. The No. 1 hanging equipment is best suited for this sign. This is a regular shaped sign, and must be sold at the price per square foot of regular signs.

**No. 109.** This is an "I" shaped sign, manufactured for a Ford dealer. The top and bottom panels are 2 feet high and 5 feet wide, and the center panel is 2 feet wide and  $6\frac{1}{2}$  feet high, making a total of 33 square feet. The letters in the word "TRANT" are 12 inches high, and in the word "FORD" 10 inches high. All other letters are 3 inches high. Twenty-two 50 watt daylight lamps are required to illuminate this sign. The No. 2 hanging equipment is suitable for this sign, but if it is to extend above the top of the building, the No. 4 hanging equipment will be necessary. A 12 foot ladder is necessary for re-lamping the sign. This is an irregular shaped sign, and must be sold at the price per square foot of irregular signs.

Property of  
THE McSAVANEY CO.  
Springfield, Ohio



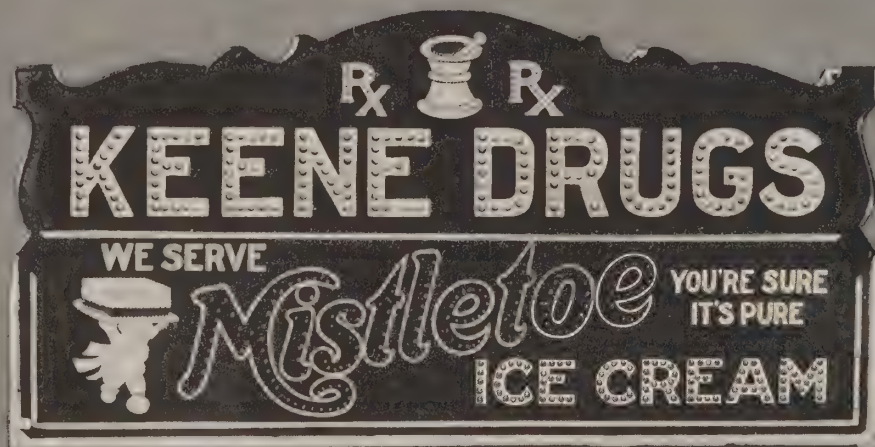
112



110



111



113



## *Illustrations Opposite*

**No. 110.** This sign was designed for an Electric Shop. In addition to the name, a sunburst is reproduced in the oval panel or header. The panel or header at the top is 2 feet high and 4 feet wide, and the horizontal part of the sign is 2 feet high and 6 feet wide, making a total of 20 square feet. The letters in the oval panel are 4 inches high, and in the words "ELECTRIC SHOP" are 10 inches high. Only Twelve 50 watt daylight lamps are required for perfect illumination. Either the No. 1 or No. 2 hanging equipment is suitable. This is an irregular shaped sign, and must be sold at the price per square foot of irregular signs.

**No. 111.** This design is somewhat out of the ordinary. The sign is 3 feet high and  $4\frac{1}{2}$  feet wide, a total of  $13\frac{1}{2}$  square feet. The capital "J" in the word "JERSEY" is 20 inches high, and the other letters in this word are 8 inches high. The letters in the words "ICE CREAM" are  $5\frac{1}{2}$  inches high, and in the words "IT'S PURE" the letters scale from  $3\frac{1}{2}$  to  $2\frac{1}{2}$  inches in height. The letters in the word "JERSEY" are blue, and in the words "ICE CREAM" the letters are white with a heavy blue outline. We never recommend that any color but white letters be used, and use colored letters only when customers insist upon it. Only eight 50 watt daylight lamps are required for perfect illumination. Either the No. 1 or No. 2 hanging equipment will be suitable for this sign. This is an irregular sign shaped, and must be sold at the price per square foot of irregular signs.

**No. 112.** This is a very large sign manufactured for a Baking Company. The oval header where the word "THE" appears is  $1\frac{1}{3}$  feet high and 3 feet wide. The horizontal panel where the word "SPRINGFIELD" appears is 2 feet high and 8 feet wide. The vertical panel where the words "BAKING CO." appear is  $2\frac{1}{2}$  feet wide and  $14\frac{1}{2}$  feet high. The horizontal panel at the bottom is  $2\frac{1}{2}$  feet high and 8 feet wide, making a total of  $76\frac{1}{4}$  square feet in the sign. The letters in the word "THE" are 8 inches high; in "SPRINGFIELD" 10 inches high; in "BAKING CO." 12 inches high, and in the bottom panel, 10 inches high. Only forty-six 50 watt daylight lamps are required to give this sign perfect illumination. A 15 foot ladder will be required for re-lamping this sign. Either the No. 2 or No. 4 hanging equipment will be required for this sign; the No. 4 to be used if the sign is to extend above the top of the building. This is an irregular shaped sign and must be sold at the price per square foot of irregular signs.

**No. 113.** This sign was for the two-fold purpose of advertising a business and a brand of ice cream. The sign is 3 feet high and 6 feet wide, a total of 18 square feet. The letters in the words "KEENE DRUGS" are 8 inches high. In the word "MISTLETOE" the letters range from 10 inches to 6 inches; in the words "ICE CREAM" the letters are 4 inches high. All other letters are 3 inches high. Only fourteen 50 watt daylight lamps are required for perfect illumination. The No. 1 hanging equipment would be suitable for this sign. This is an irregular shaped sign and must be sold at the price per square foot of irregular signs.



114



115



116



117



## *Illustrations Opposite*

**No. 114.** This is another style of sign designed for an Electric Shop. It is 2 feet high and 6 feet wide, and has a total of 12 square feet. The letters in the word "ELECTRIC" are 10 inches high, and in the word "SHOP" 5½ inches high. Only eight 50 watt daylight lamps are required for perfect illumination. Either the No. 1 or No. 2 hanging equipment will be suitable. This is an irregular shaped sign and must be sold at the price per square foot of irregular signs.

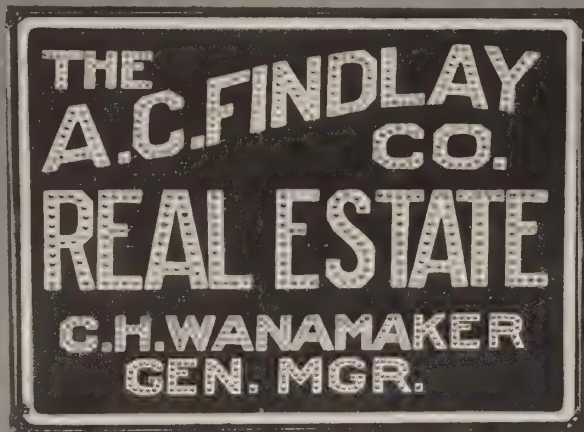
**No. 115.** This is a very attractive design manufactured for a Hardware dealer. The top and bottom panels are 1 foot high and 4 feet wide. The center panel is 1½ feet high and 8 feet wide. The sign has a total of 20 square feet. The letters in the word "HARDWARE" are 12 inches high; in the top and bottom panels the letters are 6 inches high, with the exception of the words "VALUE WITH SERVICE" which are 3 inches high. Only eighteen 50 watt daylight lamps are required for perfect illumination. Either the No. 1 or No. 2 hanging equipment is suitable for this sign. This is an irregular shaped sign and must be sold at the price per square foot of irregular signs.

**No. 116.** This illustration shows a design manufactured for a Grocery and Meat Market. The small panel at the top is 1 foot high and 4 feet wide. The lower panel is 2½ feet high and 6 feet wide. The sign contains a total of 19 square feet. The letters in the top panel are 6 inches high and in the words "GROCERY" and "MEAT MARKET" are 10 inches high. Only sixteen 50 watt daylight lamps are required to give this sign perfect illumination. Either the No. 1 or No. 2 hanging equipment is suitable for this sign. This is an irregular shaped sign and must be sold at the price per square foot of irregular signs.

**No. 117.** This is a reproduction of a sign manufactured for a Tire Dealer. The sign is 2 feet high and 7 feet wide, containing a total of 14 square feet. The letters in the words "DUNLOP TIRES" are 11 inches high, and in the word "ACCESSORIES" 4 inches high. Only ten 50 watt daylight lamps are required for perfect illumination. The No. 1 hanging equipment would be best suited for this type of sign. This is a regular shaped sign and must be sold at the price per square foot of regular signs.



118



120



119



121



122



## *Illustrations Opposite*

**No. 118.** We manufacture a great many signs for Beauty Shoppes, and this sign was designed for one of them. It is 2 feet high and 6 feet wide, making a total of 12 square feet. The letters in the word "DOLLY'S" are 10 inches high, and in the words "BEAUTY SHOPPE" 5 inches high. Only eight 50 watt daylight lamps are required for perfect illumination. Either the No. 1 or No. 2 hanging equipment is suitable. This is an irregular shaped sign and must be sold at the price per square foot of irregular signs.

**No. 119.** This is a sign manufactured for a Rexall Drug Store, and there is a Rexall Drug-gist in every town who should buy one of these McSavaney Rexall Signs. It is 2½ feet high and 5 feet wide, containing a total of 12½ square feet. The letters in the word "DRUGS" scale from 15 to 9 inches in height, and in the word "REXALL" and "SERV-ICE" 4 inches in height. This sign only required eight 50 watt daylight lamps for perfect illumination. The No. 1 hanging equipment is best suited for this sign. This is a regular shaped sign and must be sold at the price per square foot of regular signs.

**No. 120.** This illustration shows another sign designed for a Real Estate dealer. The size is 3 feet high and 4 feet wide, making a total of 12 square feet. The letters in the words "REAL ESTATE" are 9 inches high, and in the name "A. C. FINDLAY" 5 inches high. The letters in the other words are 3 inches high. Only eight 50 watt daylight lamps are required for perfect illumination. The No. 1 hanging equipment would be suitable. This is a regular shaped sign and must be sold at the price per square foot of regular signs.

**No. 121.** This has been a very popular design for Drug Stores. It has a very neat arrange-ment of copy and makes a very beautiful and attractive sign. The sign is 2½ feet high and 6 feet wide, making a total of 15 square feet. The letters in the word "DRUGS" scale from 14 inches to 6 inches in height and the letters in the words "SODA" and "CIGARS" are 5 inches high. The word "DRUGS" is reproduced on a white background with a heavy black outline around the letters. Only twelve 50 watt daylight lamps are required to give this sign perfect illumination. Either the No. 1 or No. 2 hanging equip-ment is suitable. This is a regular shaped sign and must be sold at the price per square foot of regular signs.

**No. 122.** This is rather a unique design manufactured for a Delicatessen. The greatest height is 3½ feet and the greatest width is 4 feet, making a total of 14 square feet in the sign. The letters in the word "TODD'S" scale from 7 inches to 9 inches in height. The letters in the word "LUNCH" are 9 inches high. All other letters are 3 inches high. Only eight 50 watt daylight lamps are required to give this sign perfect illumination. The No. 1 hanging equipment will be suitable for this sign. This is an irregular shaped sign and must be sold at the price per square foot of irregular signs.



123



124



125



126



127



## *Illustrations Opposite*

**No. 123.** This sign was manufactured for a Garage that maintained an electrical service department. The top panel is 9 inches high and 4 feet wide, and the main part of the sign is 2½ feet high and 6 feet wide, making a total of 18 square feet. The letters in the word "GARAGE" are 10 inches high, and in the words "BATTERY" and "ELECTRIC SERVICE" 5 inches high. Only twelve 50 watt daylight lamps are required for perfect illumination. Either the No. 1 or No. 2 hanging equipment is suitable. This is an irregular shaped sign and must be sold at the price per square foot of irregular signs.

**No. 124.** This was a design sold to an Oil Company, advertising their motor oil. The sign was 2 feet high and 5 feet wide, a total of 10 square feet. The letters in the word "DI-MOND" are 8 inches high, and in the words "MOTOR OIL" 6 inches high. Only six 50 watt daylight lamps are required for perfect illumination. Either the No. 1 or No. 2 hanging equipment may be used. This is a regular shaped sign and must be sold at the price per square foot of regular signs.

**No. 125.** This is a reproduction of a sign manufactured for a National Bank. The sign is 3 feet high and 5 feet wide and has a total of 15 square feet. The letters in the word "MERCHANTS" are 7 inches high, and in the word "NATIONAL" 5 inches high, and in the word "BANK" 9 inches high. Only ten 50 watt daylight lamps are required to perfectly illuminate this sign. Either the No. 1 or No. 2 hanging equipment can be used. This is a regular shaped sign and must be sold at the price per square foot of regular signs.

**No. 126.** This is a reproduction of a sign manufactured to advertise the location of a Dance Hall. The sign is 2½ feet high and 4 feet wide, making a total of 10 square feet. The letters in the word "DANCING" are 5 inches high, and the letters in the other words are 3 inches high. There is really too much copy on this sign to make it easily read. Always be careful to see that the copy is confined to the fewest possible words. Only six 50 watt daylight lamps are required to perfectly illuminate this sign. Either the No. 1 or No. 2 hanging equipment is suitable for this sign. This is a regular shaped sign and must be sold at the price per square foot of regular signs.

**No. 127.** This sign was manufactured for a Battery Shop, and is manufactured and painted in such a way as to give it the exact appearance of a Battery. The sign is 3 feet high and 4 feet wide, making a total of 12 square feet. The letters in the word "BATTERY" are 6 inches high and in the words "MARSHALL" and "EXPERT" 4 inches high. Only eight 50 watt daylight lamps are required to perfectly illuminate this sign. The No. 1 or No. 2 hanging equipment is suitable. This is an irregular shaped sign and must be sold at the price per square foot of irregular signs.



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129



131



130



132



## *Illustrations Opposite*

**No. 128.** This reproduction shows a sign manufactured for a Cigar Store. This sign is 5 feet high and 5 feet wide, making a total of 25 square feet. The letters are 6 inches high in the top, bottom and side panels, and 5 inches high in the words "CLUB CIGAR STORE". Only twenty 50 watt daylight lamps are required to illuminate this sign. Either the No. 1 or No. 2 hanging equipment will be suitable. The inside of this sign is a hollow square, into which the Club or Three-leaf Clover design has been inserted. This makes it an irregular shaped sign and it must be sold at the price per square foot of irregular signs.

**No. 129.** This reproduction shows a small sign manufactured for a Shoe Shining Parlor. It is 2 feet high and 3 feet wide, making a total of 6 square feet. The letters in the word "SHINE" are 4 inches high, and in the words "CLEANING" and "PRESSING" are 3 inches high. Only four 50 watt daylight lamps are required to perfectly illuminate the sign. The No. 1 hanging equipment is best suited for this sign. This is a regular shaped sign and must be sold at the price per square foot of regular signs.

**No. 130.** This is a small sign manufactured for a Bank for the purpose of advertising their Safety Deposit Vaults. The sign is 1 ½ feet high and 3 feet wide, making a total of 4 ½ square feet. All letters are 3 inches high. Only three 50 watt daylight lamps are required to perfectly illuminate this sign. The No. 1 hanging equipment would be best suited to this sign. This is a regular shaped sign and must be sold at the price per square foot of regular signs.

**No. 131.** This is a "T" style sign, manufactured for a Gasoline Station. The top or horizontal panel is 15 inches high and 4 feet wide, and the vertical panel is 2 feet wide and 6 feet high, making a total of 17 square feet. The letters in the word "LIBERTY" are 8 inches high, and in the word "GAS" 16 inches high. Only ten 50 watt daylight lamps are required to perfectly illuminate this sign. The No. 2 hanging equipment would be more suitable for this sign. If, however, the sign is to extend above the top of the building, the No. 4 hanging equipment must be used. This sign will require a six foot ladder for relamping and cleaning. This is an irregular shaped sign and must be sold at the price per square foot of irregular signs.

**No. 132.** This sign was designed for a Ladies' Style Shop. It is 2 feet high and 6 feet wide, making a total of 12 square feet. The letters in the word "PARIS" are 8 inches high, with the exception of the capital "P", which is 12 inches. In the word "THE", the letters are 5 and 7 inches in height. The words "WHERE THE STYLES COME FROM" are in letters 3 inches high. Script or any style of lettering can be exactly reproduced and illuminated by the McSavaney system of illumination. Only eight 50 watt daylight lamps are required to illuminate this sign. Either the No. 1 or No. 2 hanging equipment would be suitable. This is a regular shaped sign and must be sold at the price per square foot of regular signs.



134



**LEE HIGHWAY  
FILLING STATION  
TOURISTS' INFORMATION**

133



135



136



137



138



## *Illustrations Opposite*

**No. 133.** This sign was designed and manufactured for a Service Station, and the size is 2 feet high and 6 feet wide—a total of 12 square feet. The letters in the top line of copy are 4 inches high; in the center line 5 inches high, and in the bottom line 3 inches high. Only eight 50 watt daylight lamps are required to perfectly illuminate this sign. Either the No. 1 or No. 2 hanging equipment may be used. This is a regular shaped sign and must be sold at the price per square foot of regular signs.

**No. 134.** This is a street scene giving a daylight view of a McSavaney Sign installed on the front of the National Hi-Way Garage.

**No. 135.** This is rather an odd design manufactured for a Restaurant. Its greatest height is 3 feet and its greatest width is 4 feet, making a total of 12 square feet. The letters in the word "HEARTH" are 8 inches high, and the other lettering is 6 inches high, with the exception of "TO THE" which is 3 inches high. Only eight 50 watt daylight lamps are required to perfectly illuminate this sign. The No. 1 hanging equipment can be used. This is an irregular shaped sign and must be sold at the price per square foot of irregular signs.

**No. 136.** This is a small sign manufactured for a Barber Shop. It has the customary red, white and blue stripes used so frequently on Barber Shop signs and Barber Shop poles. The sign is 15 inches high and 2 feet wide. The letters are 3 inches high. Only three 50 watt daylight lamps are required to illuminate this sign. The No. 1 hanging equipment is best suited for this sign. This sign must be sold at the minimum price.

**No. 137.** This is a very attractive design manufactured for a Coffee Shoppe. The oval panel or header at the top is 1 ½ feet high and 3 feet wide. The lower panel is 2 feet high and 5 feet wide, making a total of 14 ½ square feet. A cottage has been exactly reproduced in colors in the oval panel or header, but is not illuminated. The letters in the words "COFFEE SHOPPE" are 6 inches high, and the other letters are 4 inches high. Only ten 50 watt daylight lamps are required to perfectly illuminate this sign. Either the No. 1 or No. 2 hanging equipment is suitable. This is an irregular shaped sign and must be sold at the price per square foot of irregular signs.

**No. 138.** This is a night scene showing the National Hi-Way Garage sign illuminated.









